

# MCV

## The Market for Home Computing & Video Games

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Capparo steps down as president and CEO of Atari, Bruno Bonnell steps back into the breach

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CEO Paul Share reveals how super-budget label Phoenix is set to target next-gen hardware and handhelds

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Buena Vista Games' Matt Carroll names Centresoft as the firm's exclusive distribution partner

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**MEM'S THE WORD**  
MCV offers a full preview of Mobile Entertainment Market, at Earls Court this month

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# £10 shock for chart hits

Summer price-cut madness begins as Amazon slashes games below £10 ● Trade fears long-term damage to consumer expectations

by Johnny Minkley

**THE ARRIVAL** of summer has again brought with it a period of furious price cutting – with Amazon.co.uk offering a range of chart titles at huge reductions, some as low as £3.96.

In the same week that the new Coldplay album, *X&Y*, was being offered by supermarkets at a heavily discounted price, non-specialists were also threatening the games sector.

With temperatures rising, Amazon's latest initiative has been met with alarm by publishers and rival retailers alike. As part of its 'Hot PC & Video Games' listing, big-name titles are being offered at a fraction of their RRP (see box).

And many, still holding a £39.99 RRP, plunged to under £10, with Sony's *Killzone* on PS2

retailing for £7.96, while Sega's *Headhunter: Redemption* plummeted to £3.96.

A spokesperson for Amazon told MCV: "We are committed to lowering prices for our customers across all our categories. The two key strategies for our business are the dramatic expansion in the

**"It's quite alarming. If the price cutting filters through into the High Street it will affect publishers' margins"**

Nick Parker, Parker Consulting

range of products we sell and our relentless focus on lowering prices for customers."

However, rattled specialists, unable to compete, moved to cast doubt on the sense behind such a

### HOW AMAZON'S PRICES COMPARE WITH RIVAL UK RETAIL...

	Half-Life 2 (PC)	Ghost Recon 2 (Xbox)	MK: Deception (Xbox)	Coldplay X&Y
amazon.co.uk	£12.96	£5.96	£4.96	£8.49
PLAYCOM	£17.99	£17.99	£14.99	£8.99
TESCO	£37.99	£37.99	£39.99	£8.39
GAME	£24.99	£19.99	£32.79	N/A
HMV	£29.99	£39.99	£34.99	£12.99

All game titles hold RRP of £39.99. Prices correct as of June 8th

move. "I think retailers like Amazon are just preaching to the converted, talking to customers they talk to all the time," offered HMV's Gennaro Castaldo.

"Specialists like ourselves

always put price as just one element in the overall offer and we seek to add value in many different ways."

In light of the parallel discounting of the Coldplay album, some are

concerned that non-specialists are tarring games with the same strategic brush. "If you think you can treat games the same as DVDs and music you've got another thing coming," blasted one UK publisher boss. "The reality is, games cost too much to make."

But a deeper fear relates to consumer expectations. "It sends out negative messages about the value of a game and whether customers feel they've had good value in the past," asserts Castaldo. "It's very dangerous."

Industry analyst Nick Parker, of Parker Consulting, agreed. "It's quite alarming as it destabilises the market. It sets a cut-price basement trend which consumers will start to expect. If that then filters through into the High Street, then it will impact on publishers' margins."

## Trade hails milestone success

PS2 sales surpass PSOne ● DS hits 250k ● Market value up eight per cent on '04

by Johnny Minkley and Dave Roberts

**DESPITE THE PANIC** over software pricing, the UK games sector is continuing to prosper – with market value up year-on-year and platform holders toasting milestone success.

Sony was last week celebrating worldwide PlayStation 2 shipments of a massive 90 million units – this figure achieved two years and three months faster than with the original PlayStation.

But for the UK, the announcement carried added significance. "This 90m release

coincides with the UK overtaking the PSOne installed base from launch," SCE UK boss Ray Maguire told MCV.

"We've got just over 7.2m PSOnes in the market and we've just overtaken that," he added. "The acceleration of the installed base has been absolutely remarkable."

Having successfully dealt with Xmas shortages, Sony is now "massively up since the beginning of the year," Maguire added. "Last week versus the same time last year, we were 50 per cent ahead in volume."

And he was bullish in his predictions for the rest of the

calendar year, adding: "Put it like this: we want to have another party," referring to Sony's tradition of throwing a trade bash at each million milestone.

Meanwhile, Nintendo was boosted by the news that UK DS sales had reached 250,000 units by March 11th – slightly ahead of schedule according to UK general manager David Yarnton.

"It's really pleasing," he said. "I'm also happy for retail, as it's tough out there and the DS has established itself as a major new revenue source."

Revealing that the UK also has the highest software tie ratio in Europe, Yarnton added that



Nintendo was also well up on last year with its handhelds:

"2004 was our most successful year ever in handheld, and this year is way ahead of that. We've doubled our business compared to the first five months of last year."

These successes were reinforced by the latest official ChartTrack figures. "After 22 weeks, the market is up 8.7 per cent in units compared to this time last year and eight per cent in value," said director Dorian Bloch.



# international gamesummit

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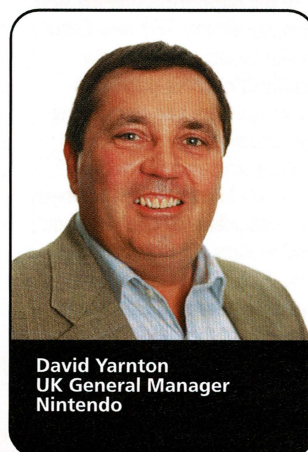
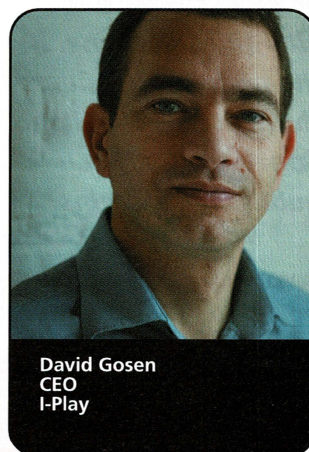
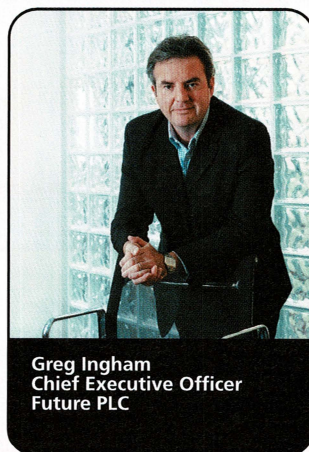
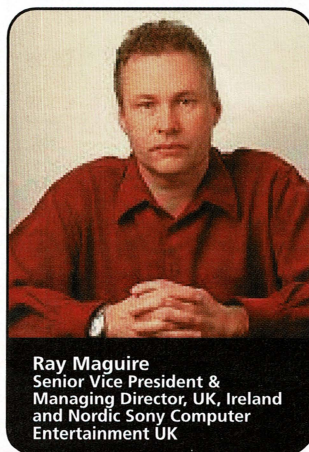
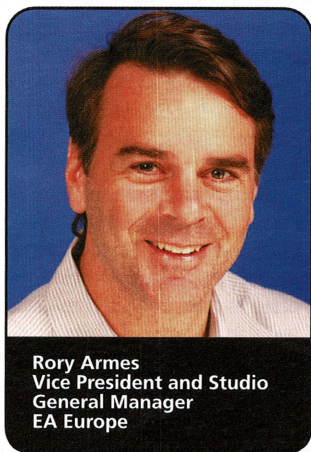
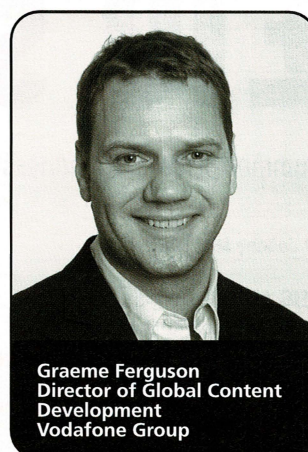
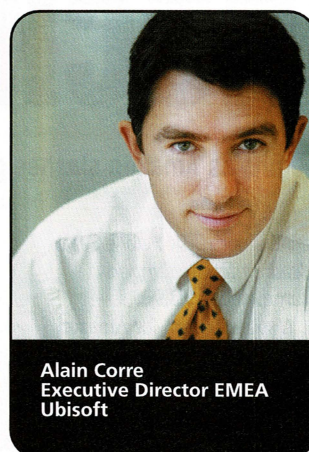
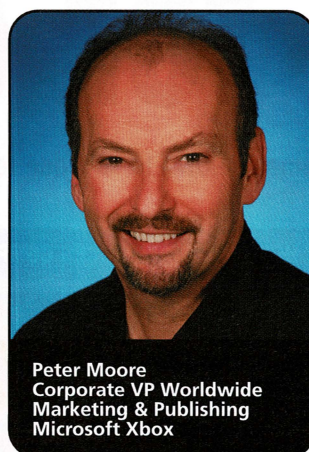
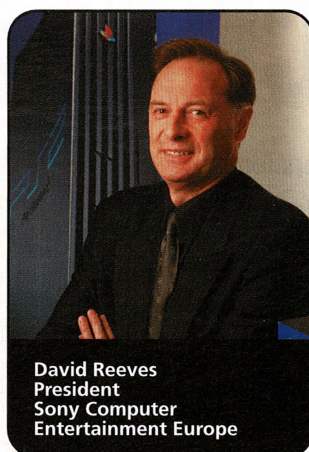
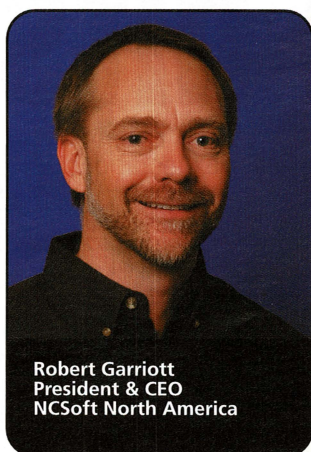
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**Tuesday 21st June & Wednesday 22nd June 2005  
Royal Garden Hotel, Kensington, London W8 UK**

In association with the Department for Education and Skills



**Competitive advantage through the next generation: Stay on top of future  
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Speakers and panellists also include: Adrian Hall - Department for Education and Skills Arne Peters - Intel Ben Keen - Screen Digest Nick Parker - Parker Consulting Sean Dromgoole - Some Research Jurgen Freund - Modulum Professor Stephen Heppel - Director Ultralab, Anglian Polytechnic University Ian Livingstone - Chairman Skillset's Game Group Kevin Bacchus - Infinium Mike Vorhaus - Magid Dr Jason Rutter - Research Fellow at the ESRC Centre for Research on Innovation & Competition at The University of Manchester Dr Jo Bryce - Senior Lecturer in Psychology at the University of Central Lancashire

The International Games Summit is one of the most important events in the industry calendar. The Summit provides you with the best opportunity to discover the answers to help you plot the next phase of your business. The Summit's mix of key decision makers, executives, senior managers, marketers, developers, technologists and media provide an unrivalled mix of thought leaders with which to network.

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ELSPA and Barrington Harvey reserve the right to make changes to the programme, location and/or speakers without prior notice.



# Is this the way to get the girls?

New survey shows more females are playing games on their phones than males, but downloading process needs to be simplified to win more

by Lisa Foster

**THE MOBILE** gaming format appears to be proving itself as the holy grail as far as grabbing that elusive female consumer is concerned, according to latest research.

**"The challenge for the industry now is to capitalise on the appetite of female gamers by simplifying the process of getting the games into their hands"**

Paul Maglione, I-play

A survey by I-play has revealed that more females (48 per cent) than males (44 per cent) have played a game pre-loaded on their phone – and they tend to play for longer. In the US 42 per cent of the females questioned had played a

single game for 20 minutes or longer (22 per cent in the UK), compared to 27 per cent of men (15 per cent in the UK).

The research is based on interviews with over 2,500 respondents aged between 12 and 44 across the US, the UK,

Italy, Spain and Germany. It also reveals that women are more likely to play mobile games to kill time than men, and are more likely to do so at home. It showed that 72 per cent of females versus 66 per cent of males play mobile games to kill



MAGLIONE: "Mobile gaming appeals beyond the traditional audience"

time; 58 per cent of females versus 55 per cent of males download games while relaxing at home; 43 per cent of females

versus 36 per cent of males play mobile games at home while doing nothing.

However, women have more

problems than males in downloading games to their mobile, with 41 per cent, compared to 31 per cent of men, claiming that simplicity of gameplay convinces them to download games.

"As the research shows, mobile gaming has an appeal beyond the traditional video gaming audience," said I-play's SVP of publishing and marketing Paul Maglione. "The challenge for the industry now is to capitalise on the appetite of female gamers by simplifying the process of getting the games into their hands."

The survey, commissioned by I-play, was carried out by research agency SKOPOS.

• I-play: 020 7901 1770

## Atari CEO quits

ATARI'S CEO and president James Caparro has quit the company, after only eight months in charge.

Caparro is to join music distribution company Entertainment Distribution, with Atari chairman and chief creative officer Bruno Bonnell stepping into the vacant position until a replacement is found. Caparro replaced Denis Gugenot as president and CEO of Atari in November 2004.

Bonnell said: "Atari has assembled a senior management team moving forward to execute its strategic objectives."



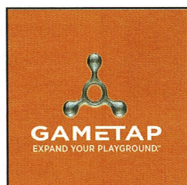
## Turner 'Taps up gamers

MEDIA giant Turner Broadcasting is to introduce a first-of-its-kind downloadable games network in the US later this year, with a European launch set to follow.

GameTap will offer games

downloads for a monthly fee of between \$10-\$20, and will launch in Europe if it is a success in the US, a spokesperson said.

Time Warner-owned Turner will offer subscribers unlimited downloads from a GameTap library of around 1,000 titles, including franchises *Pac-Man*, *Sonic the Hedgehog*, *Tom Clancy's Splinter Cell* and *Tony Hawk's Pro Skater*.



GameTap has licensed nearly 1,000 past releases from 17 publishers, with 300 titles at launch and five to ten new titles added every week.

The service will also provide streaming video content

featuring ads, features and game trailers.

"We are giving the kind of longevity to gaming titles now enjoyed by movies, songs and books,"

commented Turner's Dennis Quinn. Turner is currently eyeing a European launch, a spokesperson confirming that if the service proves successful in the US, a Euro roll-out is on the cards.

• www.gametap.com



This year's ELSPA-backed International Games Summit will feature many big names, including a panel session featuring Sony Computer Entertainment UK boss Ray Maguire and Nintendo UK boss David Yarnton (both above), plus Microsoft's Michel Cassius and Intel's digital home guru Arne Peters. Also speaking are: Peter Moore (Xbox global marketing), David Reeves (SCEE), David Gosen (i-Play), Rory Armes (EA Studios), Robert Garriot (NCsoft) and Greg Ingham (Future). It is the biggest and most significant games industry conference outside of the US. Last minute bookings can be made at [www.elspa.com/summit](http://www.elspa.com/summit).

## SELL-THROUGH TOP 10

Week ending June 4th  
Source: ELSPA/ChartTrack

- STAR WARS: REVENGE OF THE SITH** LUCASARTS, PS2, XBOX, DS, GBA
- LEGO STAR WARS, PS2, XBOX, PC, GBA ... GIANT/EIDOS
- AREA 51, PS2, XBOX ... MIDWAY
- CHAMPIONSHIP MANAGER 5, PS2, XBOX, PC ... EIDOS
- FIFA STREET, XBOX, PS2, GC ... EA
- PRO EVOLUTION SOCCER 4, PS2, XBOX ... KONAMI
- MIDNIGHT CLUB 3: DUB EDITION, PS2 ... ROCKSTAR
- FORZA MOTORSPORT, XBOX ... MICROSOFT
- TOM CLANCY'S: CHAOS THEORY, XBOX, PS2, PC, GC, UBISOFT
- WWE WRESTLEMANIA 21, XBOX ... THO

Source: ELSPA/ChartTrack

## INDIE ALL FORMATS TOP 10

Week ending June 4th  
Source: GameGuide/Complete EPOS

- STAR WARS: REVENGE OF THE SITH** LUCASARTS, PS2
- AREA 51, PS2 ... MIDWAY
- WWE WRESTLEMANIA 21, XBOX ... THO
- STAR WARS: REVENGE OF THE SITH, XBOX ... LUCASARTS
- AREA 51, XBOX ... MIDWAY
- LEGO STAR WARS, PS2 ... GIANT/EIDOS
- PRO EVOLUTION SOCCER 4, PS2 ... KONAMI
- WORLD OF WARCRAFT, PC ... VU GAMES
- COLD WINTER, PS2 ... VU GAMES
- CHAMPIONSHIP MANAGER 5, XBOX ... EIDOS

Charts compiled by Game Guide/Complete EPOS Solutions.

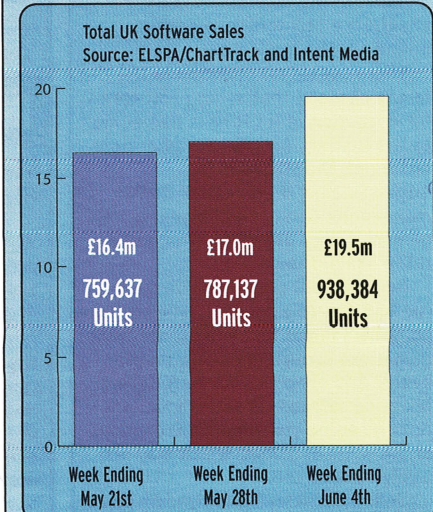
## PRE-ORDERS TOP 10

Week ending June 4th  
Source: Amazon.co.uk

- BATTLEFIELD 2** EA, PC
- MEDAL OF HONOR PS2, XBOX, GC ... EA
- DESTROY ALL HUMANS PS2 ... THO
- TEKKEN 5 PS2 ... SONY
- JUICED PS2 ... THO
- GOD OF WAR PS2 ... SONY
- DYNASTY WARRIORS 5 PS2, XBOX ... KOEI
- FORMULA ONE 05 PS2 ... SONY
- THE SIMS 2: NIGHTLIFE PC ... EA
- HALO 2 MULTIPLAYER MAPS XBOX ... MICROSOFT

Source: Amazon.co.uk

## MARKET VALUE







## COMMENT

## The price is wrong

AMAZON will have reasons for its dramatic price-slashing initiative, of course. Sadly it chose not to share them with us this week. Which leaves us to ponder on what precisely prompted such scarcely believable discounting from a major retailer.

Is it simply summer silliness, a temporary measure to offload excess stock? Is it a necessity of transition? Or is it actually the shape of things to come in games retail?

Since the supermarket and entertainment giants stormed in, they have increasingly set the price agenda.

New release software is treated like CDs and DVDs. One need only look at what happened with the release of Coldplay's new album, *X&Y*, on Monday. Despite the great expectations, retailers like Tesco and Asda were offering it at huge reductions from day one.

Would it have still sold at full price? Yes, of course. But from where would consumers have bought it? UK retail is in such a pronounced state of paranoid competitiveness that no-one dare be caught out, so pre-emptive price-cutting is the norm.

And the Jersey effect is complicating matters further.

***If publishers don't make money, they can't invest in games; if they don't invest in games, retail has nothing to sell.***

Play.com has proved the bane of many retailers' lives, its Jersey-based operation able to bypass VAT and undercut the competition.

Now Tesco and Asda have muscled through this window of opportunity. And the establishment of online businesses in Jersey from both retailers is likely to send a further chill through the specialist community.

One ray of hope, which differentiates games from other entertainment areas, is that the games sector has new hardware to look forward to. Which will mean prices returning to RRP. How long they remain there is another matter.

And against the threat of online, traditional retailers must take comfort in the fact the in-store experience still offers something online cannot replicate.

There seems no question in the minds of many that selling software for a fraction of its RRP is damaging to the market. As one publisher boss observed, the situation is unsustainable: if publishers don't make money, they can't invest in games; if they don't invest in games, retail has nothing to sell.

Development costs can now easily run to £10m-plus. Which is why certain publishers argue that you cannot treat games the same as CDs or a tin of beans. And of no less concern, selling full-price software at such reductions risks resetting consumers' perceptions of the value of games, which may not easily be reversed.

Johnny.Minkley@intentmedia.co.uk

# Phoenix rising to next-gen

Value Xbox, PSP and DS lines on the way ● Next-gen releases will be low price too, says boss Share

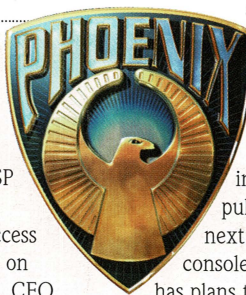
by Neil Long

## SUPER-BUDGET

publisher Phoenix has revealed that it is to release a range of titles on Xbox, PSP and Nintendo DS.

Following the success of the Phoenix label on PS2, PSOne and PC, CEO Paul Share plans to expand the company's portfolio by publishing more titles over a wider range of formats.

"We are in the process of signing new games for these formats," Share told *MCV*. "We are looking to publish games on Xbox, PSP and DS at lower prices than are available at this moment." Phoenix's plans for PSP are closest to fruition, with



several titles already submitted to Sony for approval.

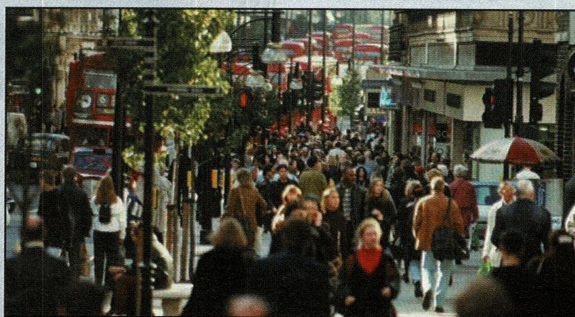
Despite the increased risks in publishing for the next generation of consoles, Phoenix also has plans to publish for the new range of formats in the coming years. "We will be entering the next-gen markets, but due to high development costs not at a budget price. However, our prices will be again lower than a top price game." The super-budget publisher has 13 new releases planned over the summer months, including EyeToy title *Clumsy Shumsy*.

● [www.phoenixgamesgroup.com](http://www.phoenixgamesgroup.com)



SHARE: "We are looking to publish on Xbox, PSP and DS"

## Distributor predicts bloodbath



Indies will be "vaporised" on the High Street, says Ideal

DESPITE the promise of a bumper end of year at retail with Xbox 360 and PSP, distributor Ideal is predicting a torrid time for indies.

In spite of the assertion, some are insisting that the next generation of machines may help level the retail playing field.

But Ideal boss Paul Williams is not confident. "Though next-gen represents a promising technological advance, I think it will only create a bigger bloodbath at

retail. The model indie store will get vaporised if it starts to go head-to-head with the major High Street stores and Jersey-based companies.

"The new machines will cause a lift, but it's the market share that will determine whose pockets get filled.

"I think too big a rod has been made for this industry's back. I think certain retailers are dictating to the publishers who have slowly lost control," Williams added.

● Ideal: 01767 689720

## THQ eases WWE fears

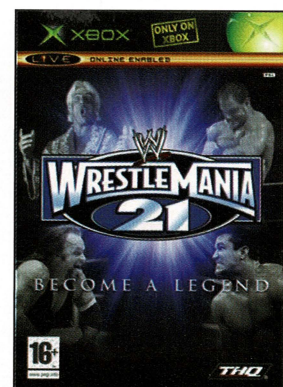
THQ has moved to quash fears that the technical issues which plagued the US release of *Wrestlemania 21* on Xbox might be affecting the UK.

Some retailers had reportedly received an unusual number of returns and were becoming anxious that the problem may also have applied to PAL stock.

An error at a US replicator had led to a patch being released over Xbox Live and replacement discs being mailed to gamers who aren't online.

However, a spokesperson for the publisher told *MCV*: "As far as we are aware we have only had a small number of people contact us about technical issues relating to *Wrestlemania 21*.

"This is no more than we would normally expect. The problems people have heard



about were confined to the US. But we will continue to monitor this through our technical support centre."

*Wrestlemania 21* has performed well in the UK charts, debuting at number three last week, despite only being available on Xbox. The game is at number ten in the All Formats listing this week.

● [www.thq.co.uk](http://www.thq.co.uk)

## INDUSTRY OPINION

"In the current retail environment, are you concerned that it will be a quiet summer of trading this year?"

Tim Ellis,  
HMV Head of Games

We certainly don't think it will be a quiet summer, not when you consider the major film franchise-related releases coming out over the next few weeks. Plus there's *San Andreas* on Xbox, *Medal of Honor* and the Nintendo DS product ongoing. We're upgrading our retail games space and have some strong offers.

Kevin Norwood,  
The Software Store

We are not concerned about a quiet summer, as we already know that it will be. There is precious little in the way of new releases and we have tired hardware. The summer months are usually quiet as the kids are playing in the park or on their holidays. The new hardware will give the industry a boost and we are gearing up for that.

Gary Noakes,  
Gameplayer, Brighton

I'm hoping for a busy summer. I have to focus on pre-owned titles now. I just don't touch new releases because there's no margin on them any more. Still though, I have noticed that prices are creeping up in the local area. The big retailers seem to launch at £29.99 and then the prices edge up over time, so maybe there's hope yet for the next generation.

Martin Carpenter,  
Comet

The notion that this summer will be quiet comes from the fact we're all anticipating one of the biggest run ups to Christmas for some time. At Comet, expectations are high that the DS will be continuing its success through summer and there are some great software releases on all formats. Christmas will be massive, but that need not come at the expense of summer.



# Buena Vista goes 'Soft'

BVG joins Centresoft portfolio, as ambitious publisher looks to make further inroads into retail

by Ben Parfitt

CENTRESOFT has added to its partner roster, signing up as the exclusive distributor for Buena Vista Games.

The company will be responsible for distributing existing and forthcoming titles in the Buena Vista range, including the game based on the film adaptation of *The Chronicles of Narnia: The Lion, The Witch and The Wardrobe* due in November.

Buena Vista Games country director Matt Carroll commented: "Centresoft demonstrated a passion for product representation and



CARROLL: "Will help us grow"

retailer support. This should help Buena Vista grow quickly, particularly in such sectors as the independent sector where our brand has suffered inconsistency,



PEARSON: "Portfolio is breathtaking"

underperformance and lack of focus."

"We are absolutely delighted to be chosen as the preferred link between BVG and retail in the UK," added

Centresoft's Margaret Pearson. "The wealth of licences in the Buena Vista portfolio is quite breathtaking."

● Centresoft: 0121 625 3388

## Gaming gets Loaded

GAMING'S infiltration of the mainstream media continues, with news that *Loaded* magazine is to begin running regular 'Gaming verses Reality' features.

The first piece, in the July issue on newsstands now, features Xplosiv's upcoming *Big Mutha Truckers 2: Truck Me Harder*. Writer Martin Pashley took the *Big Mutha Truckers* promo truck, the 'Big Rig', for a short ride and compared the experience to its in-game cousin. For the record, he found driving the



real thing easier than its in-game counterpart.

*Big Mutha Truckers* will also be sponsoring the second of the series, due to appear in the next issue. 'Hogs versus



Dogs' will look at the Louisiana hog fighting scene.

● www.loaded.co.uk

## Big Yahoo for EG

EUROGAMER has sealed a content syndication agreement with Yahoo! UK which will see the website supplying content for the Yahoo web portal.

The deal includes the sharing of news, reviews, previews and multimedia assets. Eurogamer's director of operations, Rupert Loman, said: "It's fantastic to be supplying our premium content to Yahoo! UK, one of the biggest Internet brands in the world. Eurogamer has made great strides behind the scenes over the past year and this is the first of many announcements from us in 2005."

● www.eurogamer.net

## Develop Awards '05 unveiled

International event returns with 18 awards ● Sega signs as Platinum Sponsor

THE BUILD-UP to games development's biggest European event takes place this week, with over 300 people expected to attend the 2005 *Develop* Industry Excellence Awards.

The ceremony takes place on Wednesday August 31st at the Royal Garden Hotel, Kensington and, once again,

boasts Sega as its Platinum Sponsor.

Every sector is put into the spotlight – from the newest start-ups to the most innovative technology, leading service companies and finest studio output.

There are 18 awards this year, including the Best Use of a Licence award, a new accolade for 2005.

"The *Develop* Awards are a truly international event, celebrating European talent. We look forward to having everyone under one roof for a great night on August 31st," said *Develop* editor Owain Bennallack.



Discounts against tables or individual tickets apply for TIGA and IGDA members, plus delegates attending GDCE in London that same week.

For more information about tickets or sponsorship contact Kathryn.Humphrey@bhpr.co.uk.

● Intent Media: 01992 535646

### 2005 CATEGORIES

There are 18 awards up for grabs this year, split out across four umbrella categories...

#### STUDIOS

- New UK Studio
- New European Studio
- Most Improved Studio
- Mobile Games Studio

#### INTELLECTUAL PROPERTY

- New Console IP
- New PC IP
- Best Use of a Licence

#### INNOVATION, SERVICES & TECHNOLOGY

- Best Use of Online
- Art & Sound
- Innovation
- Tools Provider
- Services & Outsourcing
- Recruitment Company

#### INDUSTRY LEADERS

- Publishing Hero
- In-house Development Team
- Independent Developer
- Development Legend
- The Grand Prix Award



MCV takes a look at some of the more unusual video gaming products from this year's E3 up for grabs on eBay...

### PRICE

Ybox.co.uk domain name £5,000

Daewoo Tacuma 2.0 CDX with TV, DVD and Playstation £2,550.

Real Atari Tempest Cabaret Video Arcade Game £849

Sega Naomi universal arcade cabine £800

Xbox with custom 900GB hard drive £600



Over 100 mixed GBA, PS2, Xbox, PSOne and GC games £350

Astral Blue Sony PS2 £280

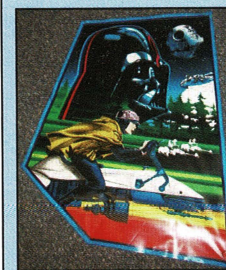
SNES Final Fantasy III £255

81 New & Pre-owned PS2 Xbox and PC Games £243

Megatouch XL6000 touchscreen games machine £102

12 promotional film and video T-shirts £29.99

ATARI Return of the Jedi coin op video game, side art £23.22



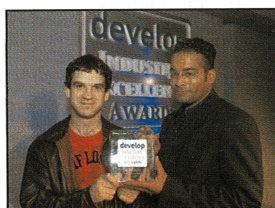
86 in 1 arcade classics plug 'n' play system £14.99

20" Spyro the Dragon teddy £4.99



Xbox skins £2.50

Light gun for Sega Mega Drive £1.99



Big night set for August 31st



## Newsires

### 360 lines up testers

Microsoft has confirmed a further two companies have been signed as authorised Xbox games testers. Absolute Quality will be the only company to service both North America and Europe.

Also appointed is Babel, which already has experience with several Xbox titles including *Juiced*, *Championship Manager* and *Conflict Vietnam*. It has previously worked with the likes of Nintendo, Sega and Sony.

**Absolute Quality:** [www.aqinc.com](http://www.aqinc.com)  
**Babel:** [www.babelmedia.com](http://www.babelmedia.com)

### GT4 guide hits shelves

Strategy guide publisher Piggyback Interactive has now released its official *Gran Turismo 4* guide. Developed by the largest R&D team the company has ever assembled, the guide consists of contributions from expert drivers, specialist writers, mechanical engineers and thousands of GT4 players. The 294-page guide is the result of over 40,000 hours of racing and six months development.

[www.piggybackinteractive.com](http://www.piggybackinteractive.com)

### Take 2 suffers losses

Take 2 has published its second quarter results and, despite a year-on-year sales increase of 45 per cent, reported a net loss of \$8.2m. The US publisher also confirmed that eight titles are already in development for Xbox 360 with more in development for PS3 and PSP, along with many titles for the current generation machines. The PC and Xbox versions of *Grand Theft Auto San Andreas*, released today and the PSP version of the series, *Liberty City Stories* is expected to perform strongly upon its Q4 release.

[www.take2games.co.uk](http://www.take2games.co.uk)

### Mobile merger forms Glu

US mobile entertainment developer and publisher Sorrent has merged with Euro studio Macrospace to form Glu Mobile. It has over 100 titles, including games, ringtones and screens, in its catalogue.

[www.glu.com](http://www.glu.com)

### Guild forms BAFTA forum

BAFTA's Interactive Games Committee and The Writers' Guild of Britain have announced the first ever computer games industry forum to be held on June 22nd. The event will be opened by a panel representing leading companies and established writers from within the games industry.

### Games hit South Bank

The National Film Theatre is to host its first videogame culture weekend next month.

NTI, which stands for Non Trivial Interaction, will host a weekend of talks, previews and discussion on Saturday 9th and Sunday 10th of July. The event focuses on the growing relationship between film and gaming.

**NFT box office:** 020 7815 1330

# UK retail cautious on UMD

PSP movie sales flying in the US, but even major retailers are wary of merchandising and format risks

by Ben Parfitt

**THE LEADING UK** games retailers are watching with interest as Sony's new UMD movies continue to sell impressively well in the US.

UMD discs allow PSP users to watch DVD-quality movies on their machines. The format has sold very well so far in the US with two movies, *Resident Evil: Apocalypse* and *House of the Flying Daggers*, selling over 100,000 copies within a month of release.

Many film studios that had previously intended to support Warner's mini-DVD format have now dropped it in favour



BERKLEY: Keeping a watching brief

of Sony's UMD and the supporting line-up for the format now includes the likes of Fox, Paramount and Universal. Several top films, including *Spider-Man 2* and

*Kill Bill*, have already been released with more to come.

When asked if Woolworths intended to support the format upon the PSP's

European release in September, games buyer Gerry Berkley said: "UMD movies are an exciting product in other markets currently and we're keeping an eye on it, though we will also have to consider the UK market before we make any final decisions."

Chips boss Don McCabe added: "We already do DVDs so it would fit into our product range perfectly, but it all comes down to customer demand. At the moment the choice of movies is quite limited so we'll play it by ear. We will wait and see."

• [www.yourpsp.com](http://www.yourpsp.com)

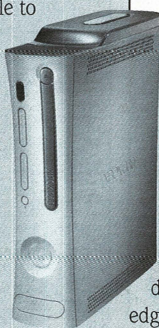
## Logitech backs 360

**LOGITECH** has announced plans to manufacture officially licensed peripherals for the Xbox 360 – with the first range due to accompany the hardware launch this year.

Logitech was unable to reveal exactly what products it is working on, the price or the specifications but did confirm that the accessories will launch in the UK and US more or less simultaneously.

It also pointed out that it will continue to work on the original Xbox even after the 360 is launched.

Logitech's strategic marketing director Fred Swan said: "One



of the best ways for gamers to take advantage of the graphics, games and processing speed of the Xbox 360 is with first-class peripherals.

"Products for the Xbox 360 will be designed to give gamers the edge they want."

Logitech will continue to produce accessories for the PlayStation 2, Xbox, GameCube and PC.

• [www.logitech.com](http://www.logitech.com)

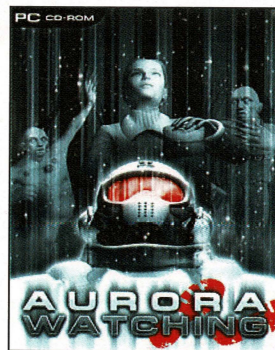
## Enlight eyes Aurora

**A UK RELEASE** for Enlight Entertainment Europe's PC action title *Aurora Watching* has been confirmed for July.

The story sees a Russian submarine unexpectedly sink during manoeuvres in the Barents Sea very near the site of a secret military complex. Set on an iceberg in the frozen Arctic wastes, the gameplay offers a mix of action combat and stealth.

The hero of the game, White Fox, is a hardened agent who has developed a heavy drinking habit in the last two years. He's equipped with a whole armoury of weapons and also has the ability to pick up his enemy's equipment.

Two camera modes are



available: one designed for tactical planning and the other for combat. Puzzles, mini games and the use of high tech gadgets intersperse the main levels whilst contextual changes to the music help to enhance the in-game action.

• [www.aurora-game.com](http://www.aurora-game.com)

## Italians looking for new partners

Pietro Vago, who built CD Verte and sold it to Take 2, is ramping up the profile for latest venture DDE

**A NEW DISTRIBUTION** force is looking to challenge the dominance of Leader and Halifax in Italy.

Formed a year ago by Pietro Vago, the Milan-based Distribuzione Divertimento Elettronico (DDE) has now upscaled its push for new suppliers.

A sales and marketing effort kicked off around E3. Based near Milan, it is hopeful of adding to a roster that already includes exclusive deals with SCI and PlayIt, plus

agreements with Nintendo and Eidos.

Vago, who built up CD Verte in the 1990s before selling it to Take 2 in 2000, also offers a logistics service through DDE. Indeed, Take 2 is a current client.

The company has taken total revenue to of €8.5m in the past 12 months, but hopes to keep growing.

"We think we are an extremely viable alternative for distribution in the Italian market," said Vago.



"What differentiates DDE from Leader and Halifax is the level of attention and focus. We do not aim to become a huge distributor with

hundreds of releases per year. We prefer to concentrate on fewer titles and exploit them fully through their life cycle."

• **DDE:** (+39) 0331 268817



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# Juice Your World

*Has all the right ingredients* **P2**

*An all-together different proposition to Midnight Club 3* **Xbox World**

*A great game made all the greater by its protracted stay in the developers waiting room* **PSW**

*A huge undertaking, full of masses of depth*  
**Official Xbox Magazine**

*Quite frankly, it puts the chav-tastic Need For Speed Underground to shame* **XBM**

*Had me wanting to play until my eyeballs burst*  
**Fast Car Magazine**



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# June 17th

## KEY MARKETING TACTICS

- 7 month partnership with Fast Car magazine delivering over 40 pages of coverage and exposure to more than 2 million 16-34 males
- 6 month promotional campaign at 12 of the UK's hottest shows including Donny North & South, H.I.N., Trax and Ultimate Street Cars
- 3 month specialist press print campaign reaching over 4 million male adult UK gamers
- 2 month lifestyle press print campaign reaching in excess of 16 million males
- Satellite and terrestrial TV campaign delivering over 550 TVRs against 16-34 males
- 6 month sponsorship of MTV's "Pimp My Ride" bringing the Juiced brand to over 1 in 3 of the 16-34 male UK TV audience
- Tactical 1 month launch period sponsorship of all WWE programming on SKY channels
- 2 week launch promotion on Kiss FM producing over 6.5 million impacts against a 15+ adult audience
- Comprehensive online campaign, including a 4 week advertising campaign, viral activity and Juiced community site
- 2 month "Juiced Hummer" road show including key dates at the UK's top universities, attendance at the hottest car shows and appearances on the MTV Base tour
- Key promotional activity with Vodafone

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# Grey issue is as clear as mud

While PSP-importing indies are hit with legal letters, business is booming for eBay opportunists who operate apparently unobstructed...

MCV, which is read closely by every UK games store, printed a story many weeks back quoting a SCEE spokesperson as saying: 'grey importing is not an illegal thing, and we are therefore hard pushed to do anything about it' (MCV 25/3).

So I'm sure many outlets felt it was fine to sell them, Sony apparently stating in print that it is not illegal to sell grey PSPs. I'm sure there was confusion felt by many retailers because of this.

We know that Sony is doing this to try and stop grey imports from damaging the UK release in September. But the problem with Sony trying to stop shops selling at the moment is: if your local games store gets the legal order, its customers are just going to buy from a site like eBay instead.

The Internet is packed with many UK outlets selling PSP. It took me all of five minutes to find 15 or so stores openly selling them in the UK.

There are thousands of pages of PSP machines and software on eBay that are being sold, many

from UK companies into the UK (not just personal individuals overseas). Sony is quite happy to mention in its 26-page legal letter to my local games store that Tesco lost the Levis jeans case a few years back, explaining all the legal information regarding the copyright and so on.

But what it doesn't say in this letter is that Sony lost a similar court case in Australia a few years back concerning companies chipping PS2 machines – playing the copyright infringement card and losing. So I don't think it's as cut and dry as Sony seems to think. In fact I would think it's fair to say it's still a grey area – but Sony bullies the small shops to sign this terrible legal letter it is sending out so the shops have to pay their way out of not being taken to court.

Also, I don't see in the letter any part mentioning that when PSP comes out in the UK: a) you will be lucky to get any stock, apart from the biggest chains; and b) your profit margin will be the best part of £10.00.



Sony is toughening up its border controls to halt grey importing – but does this apply to eBay?

So what does the retailer do? Meet its customers' demands now and make some good, honest money (we're not talking piracy here)? Or let its customers buy from eBay instead as it is no longer allowed to supply them? Or, of course, wait for the UK

release and make next to nothing?

So what we need to know is: can UK retail outlets openly sell their grey import PSPs on eBay if they can't sell them in their own stores? Retailers on eBay are making a massive amount of money from their customers,

selling PSPs every day of the week. It looks to me as though the sending of bully-boy letters to small independent retail shops is the easy option for Sony at the moment.

*Name and address supplied*

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# MEM's the word

The growing importance of mobile cannot be ignored by anyone in the video games industry. And if you are keeping your eye on the game, there's only one place to be this month as the Mobile Entertainment Market trade show rolls into London. **MCV** takes a look at what to expect at the Earls Court gathering...

In the weeks leading up to the opening of MEM 2005 on June 15th, Earls Court will have played host to Neil Diamond and Destiny's Child. Like those two venerable acts, MEM had to tour smaller venues when it was starting out, but can now truly spread its wings on a platform the industry undoubtedly deserves.

And, while the jury may still be out on the longevity of Houston's finest R&B combo, there is little doubt that mobile content will have Neil Diamond-esque staying power. And with cross-pollination between the games and mobile sectors becoming more vigorous all the time, MEM provides a timely opportunity to find out more about the mobile entertainment business, direct from the biggest players in the game.

MEM 2005 is essentially split between an extensive two-day conference programme and a show floor with more than 50 exhibitors. Organisers Informa Media & Telecoms and the Mobile Entertainment Forum (MEF) have assembled a first class line-up of speakers from across the industry spectrum (see list opposite).

There are also a host of events taking place around MEM, not to mention the networking opportunities to be had at after-show parties. But if you see nothing else outside of the meeting rooms, be sure to catch the MEF's Mobile Entertainment Awards 2005, which will be presented on June 15th (see boxout).

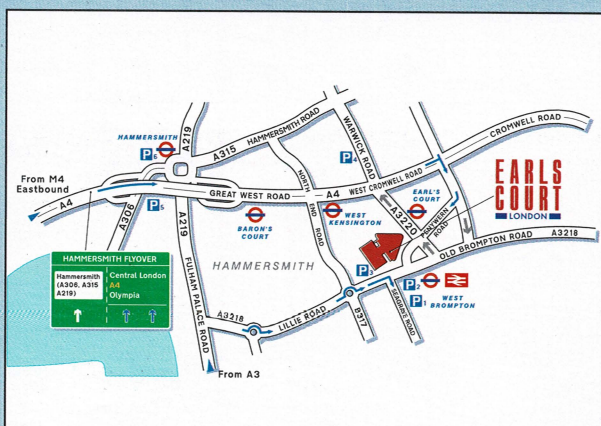


## HOW TO GET THERE

**JUNE 15/16TH 2005**

Earls Court, Warwick Road,  
London, SW5 9TA, UK

Situated in west London, Earls Court is easily accessible from London's three main airports - Heathrow, Gatwick and Stansted - via the Underground (Piccadilly Line, District Line) and mainline rail services. If you're brave enough to negotiate London traffic and congestion charges, pre-booked car parking space is available.



## THE ULTIMATE PRIZE

The judges have judged and the votes have been counted, so all that remains is for the winners of the MEF's second annual Mobile Entertainment Awards to be announced.



The awards ceremony will take place at 18.30 on June 15th and attendance is open to anyone who has a pass for the main MEM show. No black tie is required, but there's no jeans or trainers either.

For 2005, the MEF has introduced two new categories; Mobile Content and Mobile Services will be joining Mobile Innovation, Mobile Games and Mobile Services as Award categories. Additionally, a Special Recognition Award selected by the MEF Board will be given out.

The MEF will be holding a drinks reception directly after the awards ceremony, so be sure to stick around and rub shoulders with the great and good.



## SEE OUR SISTER TITLE

MCV's sister publication *Mobile Entertainment* magazine is an official media and marketing partner for MEM 2005 and is also exhibiting at the show. Feel free to drop by at Booth 208 to meet the team, discuss editorial and commercial partnerships, or just to say 'hello'.



## KEY SPEAKERS

MEM 2005 has assembled a rich line-up of speakers for you to learn from and network with, including:

**Adrian Ford**

Commercial & marketing director, Arsenal Football Club

**Andrew Bud**

Vice chairman, Mobile Entertainment Forum

**Andy Cato**

Groove Armada

**Bryan Biniak**

President, AGmobile

**Bruno Maglione**

President, Marvel International

**Giles Corbett**

Co-CEO, In-Fusio

**Graeme Ferguson**

Director of Global Content Development, Vodafone

**Henrik Vemb**

Commissioning editor, Danish Broadcasting Corporation

**Jessica Sandin**

Principal analyst, Informa Telecoms & Media

**Kevin Liles**

Executive vice president, Warner Music Group

**Massimo Castelli**

Head of marketing, Telecom Italia Mobile

**Patrick Parodi**

Chairman, Mobile Entertainment Forum

**Peter Cowley**

Director of interactive media, Endemol UK

**Ray DeRenzo**

VP business development EMEA, Idetic/MobiTV

**Robert Tercek**

EVP programming, Mforma

**Russell Simmons**

Chairman, Def Jam Enterprises

**Simon Gunning**

Head of interactive media, Celador International

**Stephen Nuttall**

Head of Enterprises, Sky Sports

**Ted Cohen**

SVP digital development & distribution, EMI

## SHOW AND TELL

As with any trade event, it's physically impossible to take in everything while you're there. For those unfamiliar with the sector, MCV has compiled a list of recommended sessions which should be well worth your time...



## JUNE 15TH

**09.15 KEYNOTE: Making music happen on mobile**

(Andy Cato, Groove Armada)

Andy Cato, co-founder of dance act Groove Armada, will give the often unheard artist view on how the mobile music industry is likely to evolve, focussing not on end-to-end technical solutions but how the industry can get musicians to create for mobile.

**10.15 KEYNOTE: Making Marvel Comics global & mobile**

(Bruno Maglione, president, Marvel International)

Bruno Maglione will be taking to the stage to detail how Marvel has worked with the likes of Mforma to bring its IP to mobile. The comic book giant will be hoping to make a splash this summer with mobile tie-ins for *The Fantastic Four* movie.

**12.30 INDUSTRY FOCUS GROUP****Can you make money from mobile broadcasting?**

With Orange launching mobile TV services in the UK last month and the likes of Idetic moving into Europe, now is a good time to analyse the potential of mobile as a channel for broadcasters. Nokia's Mark Selby, Simon Gunning of Celador International, Gerard Grech from Orange and the BBC's Angel Gambino will discuss the issues.

**18.00 INDUSTRY FOCUS GROUP****Overcoming the technical challenges to mobile multiplayer games**

Next to ringtones and wallpaper, games are probably the most established segment of mobile content. Here a panel including Harald Behnke from Exit Games, Thor Gunnarsson of Ideaworks 3D, Sven Halling of Terraplay and Superscape's Mike Grant will assess the next stage of market evolution.

## JUNE 16TH

**09.00 KEYNOTE: Making Def Jam Mobile**

(Russell Simmons, chairman, Def Jam Enterprises; Kevin Liles, EVP, Warner Music Group; Bryan Biniak, president, AGmobile)

Hip-hop brands have enjoyed phenomenal success in the US ringtone market and are a big draw this side of the pond too. The Def Jam label has led the charge, so the thoughts of this triumvirate should make for interesting listening.

**10.10 KEYNOTE:****Bringing media to mobile, both on and off portal**

(Graeme Ferguson, director of global content development, Vodafone)

When the operators talk, the mobile content industry listens. Operator keynote's at MEM 2004 attracted big audiences and this year will be no different. Vodafone's Graeme Ferguson will be discussing which content genres are the most successful and how operators can truly become media channels.

**13.05 New services in Japan**

(Takahiro Watanabe, general manager, Index Corporation; Jonathan Kim, VP of global marketing, WiderThan)

We all know that Asia Pacific markets are light years ahead of us poor souls in Europe and the US when it comes to mobile content. This session will highlight just how far ahead the Japanese market is and hopefully shed some light on how western markets can emulate that success.

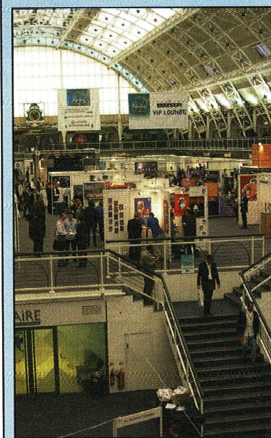
**17.30 INDUSTRY FOCUS GROUP****Does regulation have a positive impact on industry development?**

Regulation is an area often lost in the mobile content hype, but one that is fundamental to the future wellbeing of the industry. The MEF's head of regulatory affairs, Andrew Bud, will be joined by Icstis director George Kidd, Monsternob's Martin Higginson and European Schoolnet's Janice Richardson.

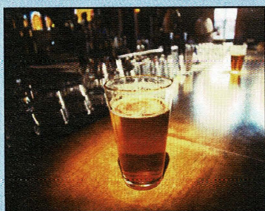
## EXHIBITORS

From Adviweb to Zapdance, here's a full run down of the companies competing for your attention at the show:

8-bit games  
Adviweb  
Arphiola  
Bango  
beActive  
Bob Mobile  
Charamel  
Countdown Media  
Digiplug  
Distinctive Developments  
Elite  
End2End  
Entriq  
Ericsson  
Eurofun  
Fathammer  
Infospace  
Intersex  
Kaolink  
Kiloo  
Kuju Wireless  
Kwickee  
mBlox  
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Factory  
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Mobiqu  
Mobrio  
Mr. Goodliving  
Musivave  
Nellymoser  
NMS Communications  
Nvidia  
One a Fun  
Qpass  
Redboss  
Spellless  
Spin 3  
Telesential Media Group  
Terraplay  
Unipier  
U-Turn  
Valentino  
WES  
Zapdance



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Tel: 020 7856 1980

**PRIORY HOUSE (RESTAURANT)**  
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Tel: 020 7371 3999

**STRADA (RESTAURANT)**  
237 Earls Court Road, SW5  
9AH  
Tel: 020 7835 1180

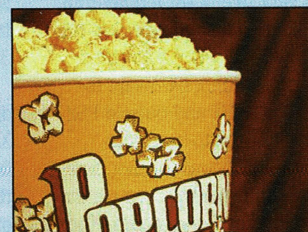
Sick of soulless booths? Here's some local eateries, bars and pubs to help make those meetings more enjoyable, or just to get drunk:

**O'NEILLS (PUB)**  
326 Earls Court Road, SW5  
9BQ  
Tel: 020 7244 5921

## BIG SCREEN DIGEST

Mobile content is a young industry and as such there is much it can learn from established entertainment sectors. Germany-based finance consultant Peacefulfish is leading a half-day pre-conference seminar on June 14th, focused on using traditional film financing mechanisms to support funding of original mobile content.

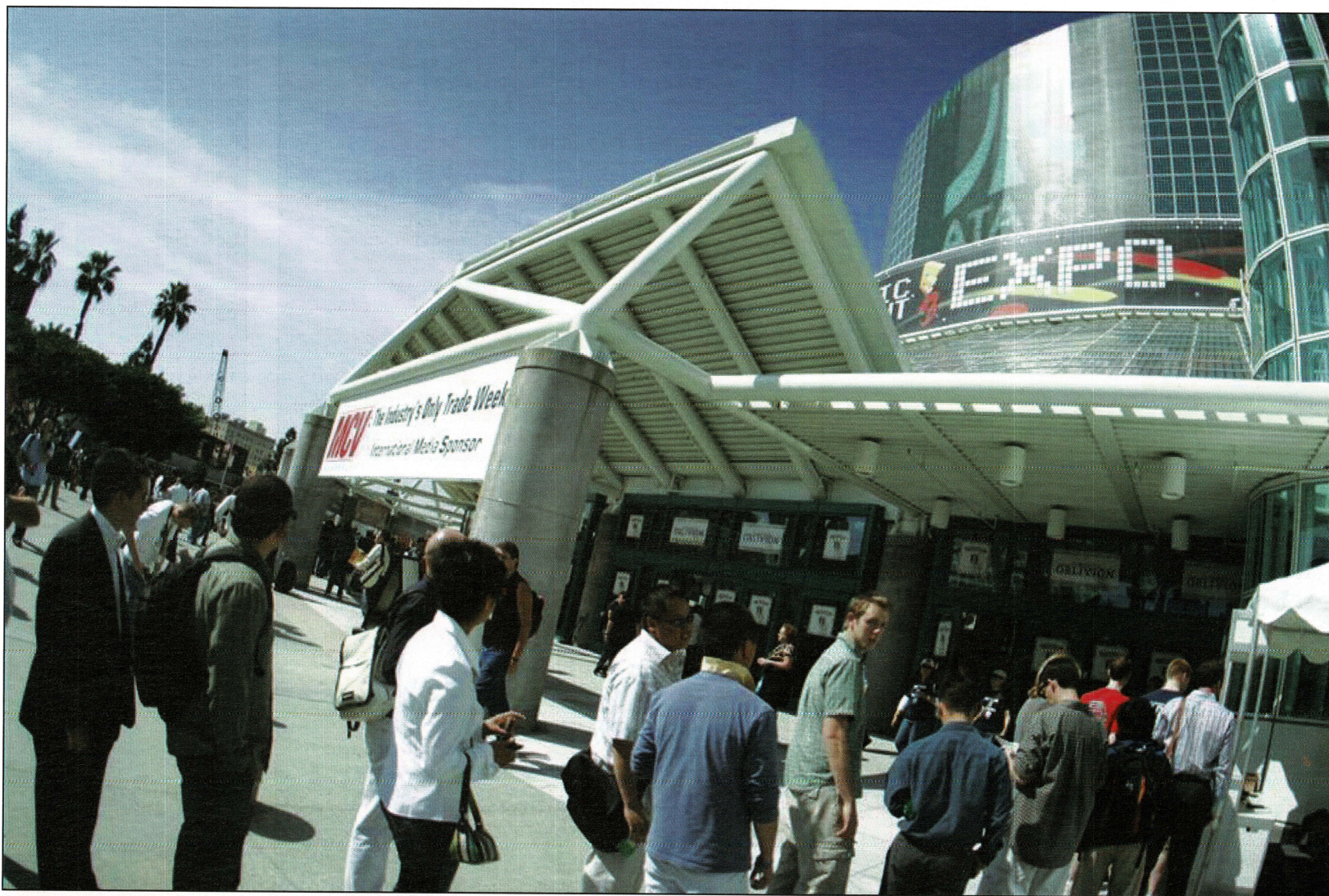
Industry figures ready to give their insight at the seminar include Vodafone's Graeme Ferguson, Paul Trijbits from the UK Film Council, Société Générale's Jeremy Moore and Cap Gemini's Salman Momen.





# The showdown

Last month's E3 saw each of the console manufacturers unveil their respective visions of gaming's future. But where will they sit in the market and who's likely to win the race? International Development Group offers its detailed analysis of the show...



**SHOW OF STRENGTH:** E3 2005 played host to major hardware unveilings by Sony, Microsoft and Nintendo resulting in a fierce battle of one-upmanship for column inches

**SONY'S** demonstrations during its E3 press conferences, especially a *Killzone* sequel from Guerilla Games, *Motor Storm* from Evolution Studios and *Fight Night 3* from Electronic Arts, looked markedly better than anything Microsoft or third-party publishers showed on Xbox 360. And that's where the pulse of the show and the industry began pounding anew. It's also where the debate begins.

Microsoft had entered E3 2005 with very significant momentum. It took an industry leadership role in April 2004 when it lowered the price of Xbox hardware to \$149 in the US and outsold PS2 hardware head-to-head that month, which was the first time PS2 was outsold by a competitive platform in any one month. Xbox extended that success by

outselling PS2 hardware during four of the last five months of 2004. In aggregate, sales of Xbox hardware outsold PS2 hardware in North America in Q4 2004, a fact that Microsoft chairman Bill Gates noted in his keynote speech at CES in January 2005.

Sony countered the threat, as it has historically, with strong messaging, public relations and tech demos. On the Monday at E3, Sony's message interrupted more than a year's worth of Microsoft's momentum with the trade with one PlayStation 3-focused press conference.

As a result of Sony's E3 demonstrations, Microsoft and Xbox 360's game demos are facing the perception problems that the company may be offering a less compelling game proposition than PS3.

One way for Microsoft and Xbox 360 content developers to erase that perception is to launch stellar titles. Some of the mainstream television media had the same initial assessment as everyone else at the show: demos on PS3 significantly outshined demos of Xbox 360 titles. End of story.

***By Wednesday, when the show floor opened, attendees had begun to wonder: were Sony's demos all pre-rendered or were they in-game footage?***

But what, if anything, will consumers remember from the post-E3 coverage? Likely very little. However, if the specialist press is unimpressed with Xbox 360 titles at launch, they will remind their readers how

impressed they were with PS3's demos from E3 2005 - to the detriment of Xbox 360.

Microsoft has been in a similar position of negative perception before. *Halo* appeared at E3 2001 with a poor frame rate. Quite frankly, the most promising game for the Xbox launch left many with

initial doubts. By the time *Halo* launched in November 2001, it was a must-have title and an instant franchise for Microsoft and its platform. Sony, meanwhile, has been known to over-promise to win mindshare,

most notably with the renders of the old man with his detailed wrinkly face and bushy white eyebrows shown as PS2 tech demos in 1999. Furthermore, comments made by Ken Kutaragi to *Newsweek* for that magazine's cover story in on March 6th 2000, likened playing PS2 to "jacking in" to *The Matrix*, a

realization that was never achieved, nor approached. To be fair, the graphical fidelity shown in Microsoft's tech demos prior to the Xbox launch (a robot stepping in unison with a female character) were never realized either.



After the industry digested the tech demos from Sony at the Monday afternoon press conference, many attendees were shuttled over to Microsoft's soiree, which showcased Xbox 360. Based on 'wow factor' Sony definitely dealt Microsoft a heavy blow on Monday. But by Wednesday, when the show floor opened, attendees had begun to wonder: Were Sony's demonstrations all pre-rendered or were they in-game footage?

Microsoft, meanwhile, says that the Xbox 360 games that were shown on the floor were running on alpha kits, which do not have anti-aliasing built-in, a lesser GPU than what the final GPU will be and two CPU cores running at 2.0 GHz, whereas the final Xbox 360 hardware will have three CPU cores each running at 3.2 GHz. Third-party publishers believed that Xbox 360 alpha kits were operating at 30-40 per cent of the console's final processing power.

Furthermore, many third-party publishers believe Xbox 360 to be easier to program, perhaps significantly, and therefore development times on Xbox 360 are likely to be shorter.

More simply, IDG believes Xbox 360 games were shown in an 'as-is' state with promises that the quality will improve significantly prior to launch as the games will eventually be run on the hardware that reaches retail. Sony's demonstrations showed the potential of PS3. IDG expects the graphical fidelity on each machine to meet, or very nearly meet, somewhere in the middle.

The fact that some industry insiders were questioning the quality of the graphics in games on Xbox 360 versus PS3 meant that Sony had secured a significant PR victory. But as attendees, publishers and press alike, began to question the



The next-gen announcements attracted a record 70,000 delegates

Nintendo is carving its own niche with Revolution, which is good both for Nintendo and the industry. Nintendo can continue to be a publisher that dominates the mindshare of the youngest gamer demographics with Revolution as an outlet for various licensed properties that skew young. It cannot release a console with the horsepower of Xbox 360 or PS3 and still expect to reach the younger demographic, who are likely to be the last members of a household to have regular access to the family's HDTV for game playing.

Revolution may also be a solid outlet for many Japanese publishers that have yet to push their properties and development teams toward the high-production value, Hollywood-esque presentation of gameplay. The older gamer of today does not seek the 16-bit

Now that the smoke has cleared from E3 2005, IDG believes that a vast majority—perhaps 80-90 per cent—of content will be shared across Xbox 360 and PS3. Like *GTA* was for PS2, exclusives will be the differentiators and the greatest Xbox 360 and PlayStation 3 hardware drivers.

PS3 is likely to attract more tech-savvy developers. Xbox 360 is likely to attract developers that have more online-focused titles. PS3 and Xbox 360 hardware each have some advantages over one another. However, for a publisher to launch a dual-SKU title on the next-gen consoles from Microsoft and Sony, a studio may develop to the lowest common denominator, resulting in titles that look nearly identical on each system. As a result, the breadth and quality of exclusive titles will ultimately move hardware.

***Like GTA was for PS2, exclusives will be the greatest differentiators and the greatest Xbox 360 and PlayStation 3 hardware drivers.***

validity of Sony's demonstrations, they also questioned the cost of the components in PlayStation 3.

The graphics chipset in PS3 was touted by Nvidia as being more powerful than two GeForce 6800 Ultra graphics cards, which showcases the graphical horsepower of PS3's GPU.

In addition, the slot-in blu-ray media drive in PS3 carries a higher unit cost than does the tray DVD drive in Xbox 360. Fears of a \$400 (or higher) launch price for PS3 began to surface. Will PlayStation 3 launch in any other territory other than Japan by Sony's 'spring 2006' launch date?

and 32/64-bit generation of games replete with 'fantasy worlds', but rather seeks a 'mockrealistic world'.

Revolution can be an outlet for the multitude of recognised franchises that are better suited for a fantasy world, namely *Mario*, *Mega Man*, *Zelda*, *Yoshi* and *Pac-Man*.

Giving gamers access to downloadable games from three previous generations of Nintendo consoles is also a unique take on backward compatibility and a unique selling point that is likely to be successful in marketing the console to those diehard Nintendo fans.

#### HDTV AND EUROPE

In Europe, we believe Microsoft is fighting an uphill battle against Sony because Xbox has been far less successful relative to PS2 in Europe. In addition, Xbox Live has been much less of a differentiating factor in Europe against PS2 due to lower broadband levels in many territories. That said, Microsoft can take advantage of an event that the launch of PS3 will likely miss - the 2006 FIFA World Cup.

IDG believes the 2006 FIFA World Cup will be the first clear reason for Europeans to purchase HDTV hardware. Taking place in Germany from



Franchises like Spider-Man are crucial as fewer risks are taken





EA's panoramic next-gen theatre drew crowds as it showed off its Xbox 360 line-up – and its platform agnostic strategy is likely to become standard for risk-averse third-parties

June 2006 through July 2006, the 2006 FIFA World Cup will air all 64 soccer matches in HDTV and have at least 20 HD cameras at each match, allowing the soccer action to be shown from a huge variety of angles. The 1974 World Cup, also in Germany, was noted for the arrival of football on colour television.

The 1974 World Cup was instrumental in driving consumer adoption of colour TV hardware and was likely more influential in driving colour television purchases in Europe than Neil Armstrong's first-ever lunar footprint in 1969. Europeans who watched the 1974 broadcast in black and white missed out on seeing Brazil's yellow jerseys. Some Europeans who watch the 2006 FIFA World Cup on a standard PAL television will miss out on some of the beauty of the beautiful game of soccer.

Meanwhile, Microsoft has secured a tie-in with the 2006 FIFA World Cup. Xbox and Xbox 360 are the official video game consoles of the event. However, the message surrounding HDTV is not clear in Europe and that makes the hill a steeper climb for Microsoft. While American and Japanese consumers are steadily adopting HDTVs, the concept, even the terminology, has yet to be truly understood by consumers in Europe.

In the UK, which is the most similar European market to the US, retailers are selling LCD and plasma displays as much as for their sleek form factor as for any promise of higher resolution and sharper pictures. Owning an HD-ready television is currently perceived as a luxury item. As a result, Xbox 360 may miss the opportunity to reach early adopters of LCD and plasma

displays as not all the televisions are HD-ready. The consumer would need to buy another HD-enabled flat screen to take full advantage of Xbox 360's performance.

Microsoft has an opportunity to gain mindshare among Europeans who are viewing HD programming for the first time during the 2006 FIFA World Cup and to communicate that the first opportunity for HD games is on Xbox 360.

#### THE HANDHELD SPACE

Senior management at SCEA does not believe that sales of PSP hardware and software have cut into sales of PS2 software.

However, IDG believes that approximately 65 per cent of US gamers who own at least one current-generation console own only the PlayStation 2. Just as millions of gamers who were satisfied owners of PSOne quickly adopted PS2, many happy PS2 gamers have decided, or will decide, to adopt portable gaming from the only brand they consume, which is PlayStation. Therefore, an additive platform purchase must syphon expendable income away from some source, which we believe are the dollars that may have otherwise been set aside for PS2 software purchases.

In Europe, Sony will launch PSP on September 1st 2005, a little more than five months after the US launch. Why are we commenting on the European launch of PSP in a post-E3 report? Primarily because Sony only mentioned PSP for less than 30 seconds in the introductory video to its E3 2005 press conference and then very briefly in its presentation. Since the launch of PS2, Sony's messaging has consistently focused on the PlayStation brand

(ie., all hardware devices that carry the brand), namely both form factors of the original PlayStation and the original and slimmer form factor of PS2. PSP was noticeably overlooked, although IDG believes many titles are in the works.

When Sony was unable to simultaneously launch PSP in North America and Europe, we believe that PSP's later launch date in Europe was chosen to blunt the launch of Xbox 360 and also help Sony grow shelf space. If PSP can drain consumer wallets, it will stunt the growth of the Xbox 360 installed base in Europe, helping Sony buy precious time until PS3 launches in Europe, likely in Q4 2006. At E3 2005,

(PS2, Xbox) and Konami with *Crime Life* (Xbox, PC).

Realistic-looking war titles, often with squad-based tactical gameplay, is the first trend we see in the next generation. There seems to be a plethora of very similar titles that feature characters wielding large guns in more realistic war-like scenarios, rather than purely fantasy worlds occupied by many first-person shooters. Apart from WW2-based *Call of Duty 2* (Xbox 360) from Activision, the next-generation glut of similar titles included fictional World War II-based *I-8* (PS3) from Sony, fictional World War II-based *The Outfit* (Xbox 360) from THQ, set-in-the-near-future *Killzone* (PS3) from Sony and

Risk may also prevent third-party publishers from launching major franchises as platform-exclusive titles on Xbox 360 or PlayStation 3 once Sony's next generation console launches, leaving the first-party studios at Microsoft and Sony to create their respective platforms' exclusive titles.

Despite the din created by the hardware makers, THQ turned some heads at E3 2005. Ordinarily focused on youth-targeted licences, the company has developed solid original IP in *Saint's Row*, *The Outfit* and *RPG Titan Quest* (PC), and each had the ingredients to be top-tier titles. If these titles are successful, series and sequels will follow, giving THQ

## While American and Japanese consumers are steadily adopting HDTVs, the concept has yet to be understood by European consumers.

Nintendo had more compelling software to showcase on DS than Sony or third-parties had on PSP. Puppy-raising title *Nintendogs* was a show highlight and may attract new gamers to portable gaming.

#### GRAND THEFT GENRES

*Grand Theft Auto* pioneered a gameplay dynamic, providing a go-anywhere world where gamers control characters in a life of crime. In addition to *True Crime*, for which Activision is readying a sequel, the 'life of crime' genre, for lack of a better term, has also attracted Electronic Arts with its licensed *The Godfather* (Xbox 360, PS2, Xbox, PSP, PC) game, as well as THQ with *Saint's Row* (Xbox 360), VUG with *Scarface* (Xbox 360, PS2, Xbox) and *50 Cent: Bulletproof* (PS2, Xbox), Midway with *Fear and Respect*

set-in-the-near-future *Tom Clancy's Ghost Recon 3* (Xbox 360). Regardless of plot, all are set in mock-realistic worlds.

#### FUTURE OUTLOOK

Every major publisher seems to have targeted every major genre or gameplay dynamic and it is increasingly difficult to differentiate publishers from one another. With the stakes so high, publishers are less inclined to take risks. Ubisoft had sports titles in basketball game *And 1 Streetball* (PS2, Xbox) and *Vijay Singh Pro Golf 2005* (PS2, Xbox). With fighting game *Marvel Nemesis: Rise of the Imperfects* (PS2, Xbox, GC, PSP, DS), Electronic Arts has entered the fighting genre.

intellectual property that is not burdened by the heavy cost of Hollywood licences.

#### IN CONCLUSION

Microsoft and Sony certainly unveiled the highest and the fastest roller coasters at E3 2005. The industry and consumers will decide which is best, but both companies are engineering marvels and both will have consumers lining up for half a mile at launch to take a ride.

Meanwhile, In Revolution, Nintendo helps everyone learn to love a Disney World-like fantasy experience and readies them for the day when they are tall enough to ride on Xbox 360 and PlayStation 3.

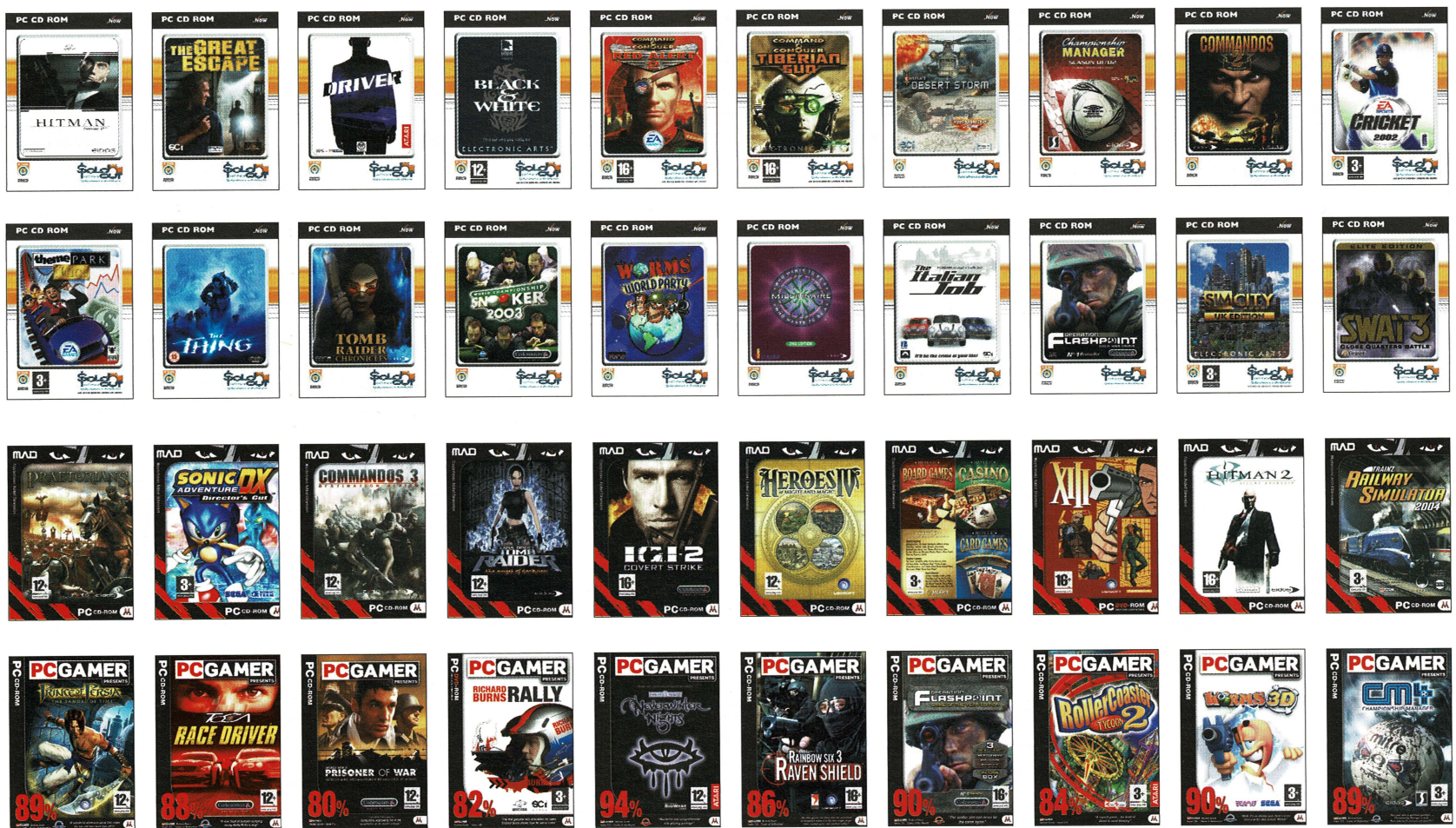
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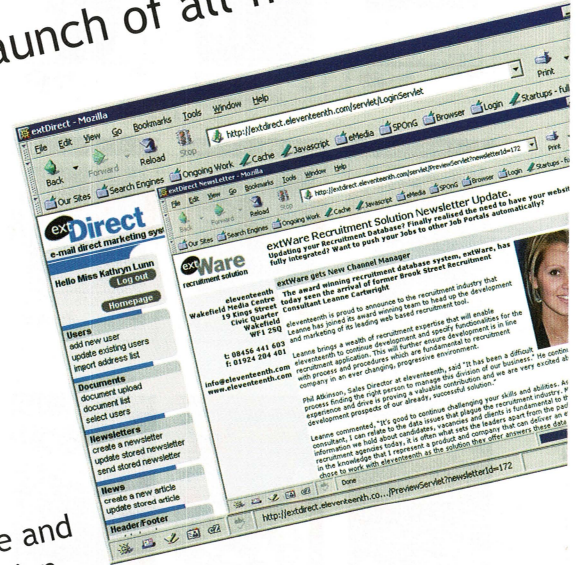
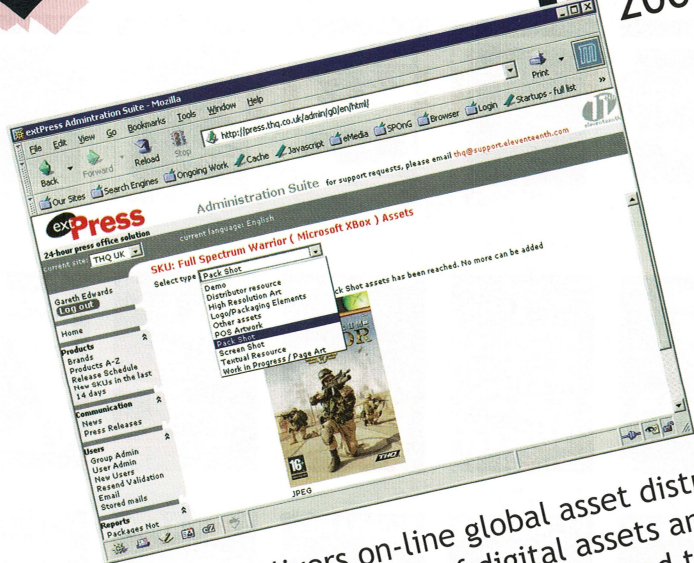
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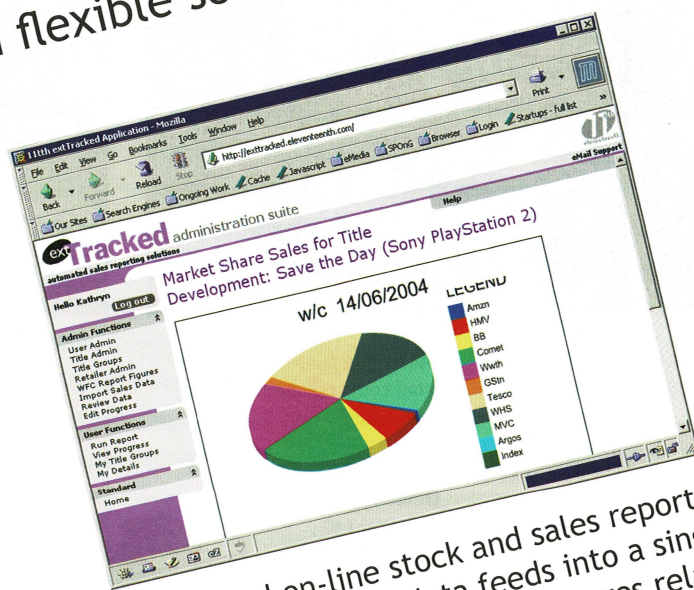
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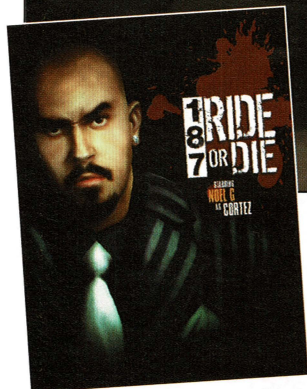
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# Gallie Bred

In the first of a regular series, **Matt Martin** previews publishers' upcoming line-up of games due between now and the end of the year. This week, the spotlight falls on French games giant Ubisoft, which has a strong range of new and update franchises coming...



## 187 RIDE OR DIE

**Developer:** In-house

**Release:** Q3

**Format:** GC, PS2, Xbox

Announced over a year ago as *Notorious: Die to Drive*, this combat racer attempts to make a once popular genre cool again by sprucing the gameplay in obligatory 'urban' clothing. It's fair to say Ubisoft isn't hugely hyping the game, being far too busy with some of its other licences. But *187* will support online play, which may make it a cult title amongst the baggy-arse trousered kids.

## AMERICA'S ARMY: RISE OF A SOLDIER

**Developer:** Secret Level

**Release:** August

**Format:** PS2, Xbox

As you'd expect from the licence, this military simulation comes with the full backing of the US Army, ensuring authenticity in weapons and combat situations. *Rise Of A Soldier's* appeal lies in creating an environment where players

can feel the camaraderie of the military, much like THQ's successful *Full Spectrum Warrior* – the thrill of combat mixed with the sobering brutality of one-shot kills. *Rise of a Soldier* claims to offer non-linear play, allowing gamers to follow their own career paths and specialities, and with 16-player online modes, its strongest appeal will be to the tactically-minded FPS fans who like nothing more than the double-tap and evaluate form of play.

## TOM CLANCY'S RAINBOW SIX: LOCKDOWN

**Developer:** Red Storm

**Entertainment**

**Release:** September

**Format:** PS2, Xbox

Originally due for release in March, this fourth outing for the elite counter-terrorists unit is likely to follow *Rainbow Six 3* as an Xbox Live favourite, with Red Storm developing a number of new multiplayer features specifically for Microsoft's machine. Marketing has already been prevalent due to the release date slipping. And, while the promotion of the game has been on-going for some time now, Ubisoft will no doubt look at it as building pre-awareness for a title that is likely to breach

and clear a fair-sized space at retail come release this September.

## AND 1 STREETBALL

**Developer:** Black Ops

**Release:** Q4

**Format:** PS2, Xbox

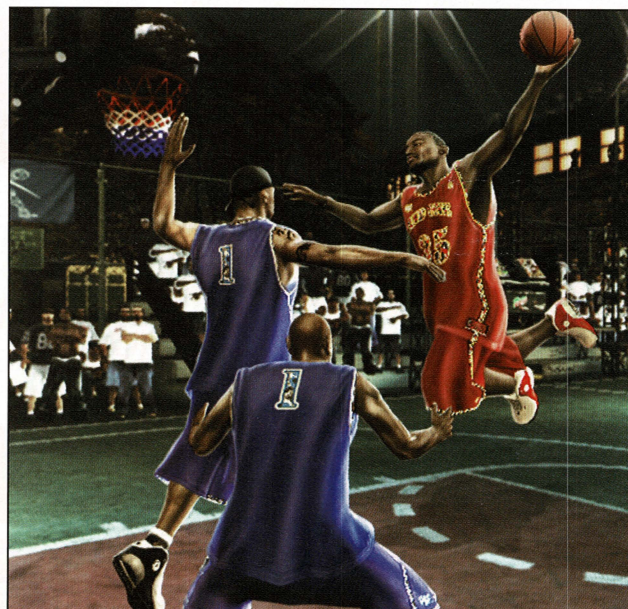
It's surprising that there's such a market in the UK and Europe for an essentially all-American sport. But street basketball can make a decent dent in the charts if it's well-made and playable – just hold up EA's *NBA Street* and Midway's *NBA Ballers* as credible examples. Having said that, the AND 1 licence isn't likely to mean much to anyone outside of the US, but then this b-ball game is clearly an attempt by Ubisoft to steal a piece of the sports market from the aforementioned publishers.

## BROTHERS IN ARMS: EARNED IN BLOOD

**Developer:** Gearbox

**Release:** Q4

**Format:** PS2, Xbox, PC  
Ubisoft's recently created WWII tactical shooter is set for a second tour of duty, with



Gearbox once again at the helm. With story arcs and settings that take place before, during and after the original *Brothers in Arms*, it's clear Ubisoft hopes to create a deep and rich experience to build up a loyal following for a franchise in its infancy.

## FAR CRY INSTINCTS

**Developer:** Ubisoft Montreal

**Release:** Autumn

**Format:** Xbox

This first-person shooter created quite a storm on PC when it was released at the start of 2004, reviving PC owners who couldn't yet get their hands on *Half-Life 2* and *Doom III*. The Xbox may already have plenty of FPS titles on the shelves, but *Far*

*Cry Instincts* should at least be able to hold its weight with the best of them, if not challenge some of the real big guns. Latching on to what Microsoft's console does best – beautiful graphics, technical quality and extensive multiplayer via Live – this should be a title to prove that there's still plenty of grunt left in the first Xbox, even in the face of the 360.

## MYST V: END OF AGES

**Developer:** Cyan Worlds

**Release:** Autumn

**Format:** PC, Mac

This finale to the revered puzzle/adventure title is sure to find a home with its dedicated followers, returning to the basic point and click interface of previous instalments. It's not likely to convert newcomers, but





that was never the intention of a series that polarises opinion, yet still earns respect as a title synonymous with quality PC gaming.

**BLAZING ANGELS:  
SQUADRONS OF WWII**  
**Developer:** Ubisoft Romania  
**Release:** Q3  
**Format:** Xbox

Ubisoft is clearly willing to risk some of its development budget on a new licence even if it's a genre that doesn't instantly scream 'made for home consoles'. This World War II arcade flying sim offers all the authentic aircraft you'd expect and the multiplayer caters to 20 combatants in Xbox Live. While everyone's talking next-gen consoles and sexy new handhelds, it's difficult to see how this shoot-em-up will fair. But with the right kind of marketing to enthusiasts it may make an impression upon release.

**DARKWATCH**  
**Developer:** High Noon  
**Release:** Autumn  
**Format:** PS2, Xbox

It's not like there are many games that blend the vampire horror and Wild West genres, which immediately makes *Darkwatch* an interesting prospect for those looking for something different from their first-person shooters. Bundle violence and gore with a lead female character that recently featured nude in *Playboy* and there's no reason why Ubisoft shouldn't have a good hit on its hands with purveyors of affectionately made schlock. Provided of course, the game can hit shelves before the traditional Christmas release bottleneck.

**KING KONG**  
**Developer:** Ubisoft Montreal  
**Release:** Christmas  
**Format:** PS2, PSP, Xbox, PC, GC, GBA, DS

The game based on *Lord of the Rings* director Peter Jackson's remake of the legendary *King Kong* was one of the highlights of E3. In the capable hands of development guru Michel Ancel (*Beyond Good and Evil*, *Rayman*)

this movie tie-in should be a massively commercial success for the French company this Christmas. Allowing players to take on the role of the human hero and the stomping monkey-beast itself, *King Kong* is a game of pure action spectacle, which should appeal to the mainstream market looking for blockbuster thrills. If the game hits at the right time, and Ubisoft unleashes a strong marketing campaign, both the movie and the game should ride each other's publicity, propelling *Kong* to the front of the Christmas holiday market.

**POP: KINDRED BLADES**  
**Developer:** Ubisoft Montreal  
**Release:** November  
**Format:** GBA, GC, PC, PS2, Xbox

Ubisoft's action franchise returns for the third year running, adding an extra playable character to an already vibrant gameplay mix. The first in the series was praised but didn't sell as well as hoped, while the second performed better but was critically questioned. It's hoped this third outing will get the ingredients just right in a series that captures the essence of traditional video game adventure and thrills.

**TOM CLANCY'S GHOST RECON 3**

**Developer:** Red Storm Entertainment  
**Release:** Winter  
**Format:** GC, PC, PS2, Xbox  
Red Storm Entertainment has been responsible for the majority of the *Tom Clancy* titles which don't feature Sam Fisher. Although the second *Ghost Recon* title distressed purists by going a little too 'arcade', last Christmas' sales proved the big bangs and near-future scenarios of this military franchise continues to endear itself to gamers across multiple formats. It's no surprise that *Ghost Recon 3* will be one of the first titles for Xbox 360, as the developer increases its focus on home console infiltration.

*All release dates correct as of time of press.*



# Hip takes on Howes, Ubi promotes

Also this week Frontier takes on a new designer, Eutechnyx adds another, Quorios takes on a graduate and Visual Science appoints seven...



**HIP** ■ HIP Interactive UK has appointed a new head of UK sales and business development at the company's rapidly expanding London office. **PAUL HOWES** steps into the role from his position at Mindscape, where he worked as general manager for three years. Howes has also previously worked as sales and business development director for Infogrames.



**FRONTIER** ■ The UK development studio has recently appointed **CHARLIE BEWSHER** as a designer. Bewsher (pictured above) has nine years of industry experience, most recently with Black Cactus as lead designer, where he gained extensive design experience, particularly in real time strategy titles.

**EUTECHNYX** ■ **TONY ROBERTS** has joined the Newcastle-based developer as producer. He joins from Reflections Interactive, where he has worked previously on titles including *Destruction*

*Derby 2*, *Monster Trucks* and the *Driver* series. Roberts has also worked at Argonaut Technologies, having previously graduated with a Masters degree in 3D computer-aided graphical technology applications.

**VISUAL SCIENCE** ■ The Dundee developer has taken on a host of new appointments, including **JOHN DUTHIE** as new head of HR, **RICHARD REAVY** as lead graphics programmer and **ROBBIE GRAHAM** as development manager. Visual Science has also added four new artists to the team in the form of **MARK HOLMES** and **SCOTT DUNBAR** as artists, and **STEVE MORRISON** and **MATHEW COOLING** as senior artists.

**QUIRIOS** ■ Quorios Entertainment has added **MATT TURNER** to its animation studio as production assistant. "We're delighted Matt has joined us," Quorios MD Niel Bushnell commented. "As well as being a talented animator he has also studied traditional film-making techniques which will compliment our 3D work well."



**UBISOFT** ■ **DARREN SAUNDERS** has been promoted within the company's entertainment sector from his position as business account manager to trade sector manager. "In the three years Darren has been with Ubisoft, he has significantly grown the business within the entertainment sector and we have great pleasure in promoting him to the position of trade sector manager," said Darren Bowen, head of UK sales.


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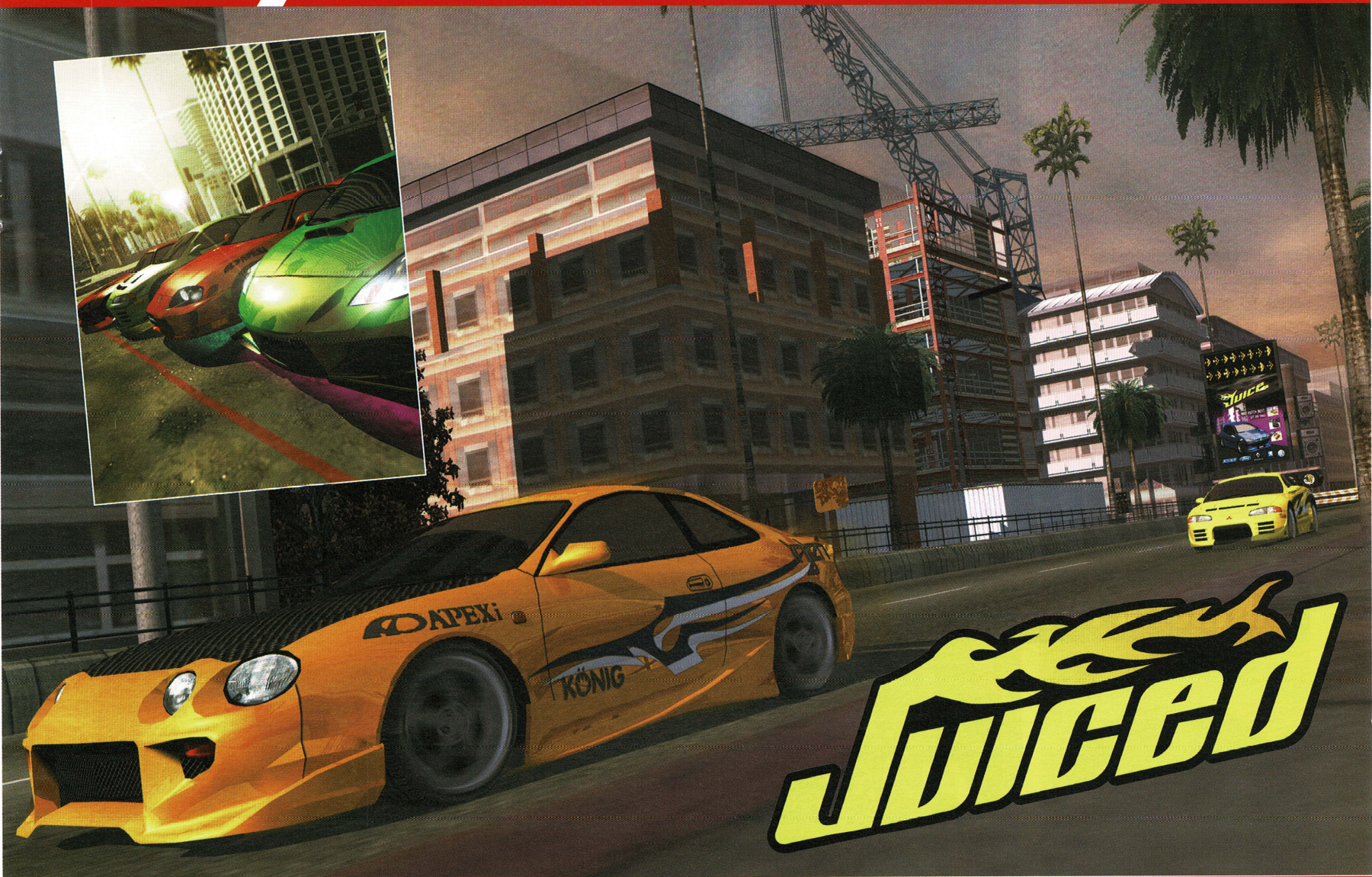
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# Juiced

A change of publisher and several false starts later, acclaimed racer Juiced is now ready to roll courtesy of THQ - Page 26

## ORDER TIPS

P24

MCV picks out the highlights from the upcoming summer release schedule

## PRICE CHECK

P27

Keep an eye on your competitors' pricing policies with our handy guide

## GAMES PRESS GUIDE

P28

See what the specialist press makes of the latest big releases

## SUPPLIER PROFILE

P29

Value specialist Phoenix Games comes under the spotlight, revealing plans to tackle PSP and DS

## NEW RELEASES

P30

A comprehensive run-down of titles set for release over the next two months

## MCV RECOMMENDS...

Three upcoming products you need to stock... (see pages 24-26)



### Rainbow Six 4: Lockdown

Ubisoft

PS2, Xbox, GC, PC

The massive Tom Clancy franchise is back with another tactical offering



### Fantastic Four

Activision

PS2, Xbox, GC, PC, GBA

Superheroes aplenty as the Fantastic Four take charge



### Space Invaders Revolution

Atari

DS

The classic series returns with a twist

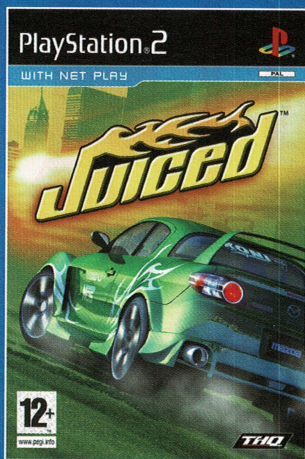


## JUICED

**THQ**



[www.thq.co.uk](http://www.thq.co.uk)



FORMAT: PS2,Xbox,PC

Few games have experienced as turbulent a development cycle as *Juiced*. Yet despite the delays and change of publisher, the game is finally set to hit stores this June.

As with *Need for Speed Underground*, *Juiced* will be hoping to cash in on the current popularity of the car modding and street-racing scene. Players must build up their own squad of racers and battle for dominance of the underground race scene.

Unlike earlier versions of the game, *Juiced* now boasts over 50 fully licensed cars, all of which can be modified and personalised. In fact, 7.5 trillion car customisation possibilities are promised in total.

The handling of the vehicles has been vastly improved over the game's various incarnations. Assorted race modes combined online play and great community features ensure that this much anticipated title will perform well at retail.



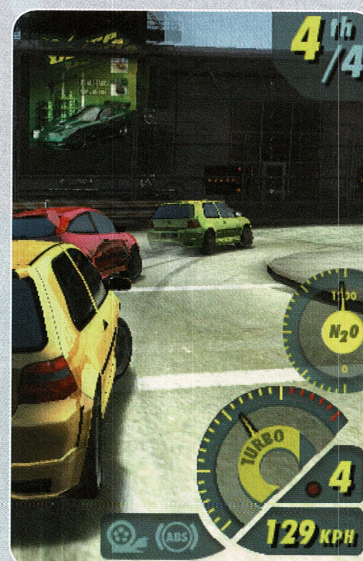
### AT A GLANCE

#### What the maker says:

"Starting as a new kid on the block your aim is to build up your own crew of 'driving gods' and dominate the established street racing scene"

#### What the press says:

"It's had a massive overhaul as far as the presentation goes, the new car models look superb and the main career mode has been given a decent shake up" - *Play*



### ESSENTIALS

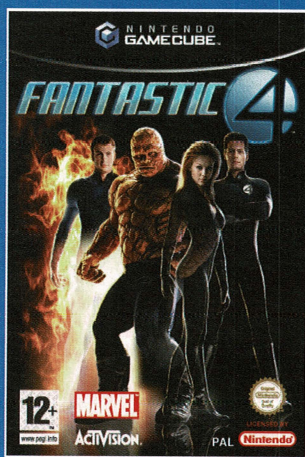
GENRE: ..... Racing  
DEVELOPER: ..... Juice Games  
PUBLISHER: ..... THQ  
STREET DATE: ..... June 17th  
STREET PRICE: ..... £39.99  
DISTRIBUTOR: ..... Advantage  
CONTACT NO: ..... 01483 767 656

## FANTASTIC FOUR

**ACTIVISION**



[www.activision.com](http://www.activision.com)



FORMAT: PS2/Xbox/GC/PC/GBA

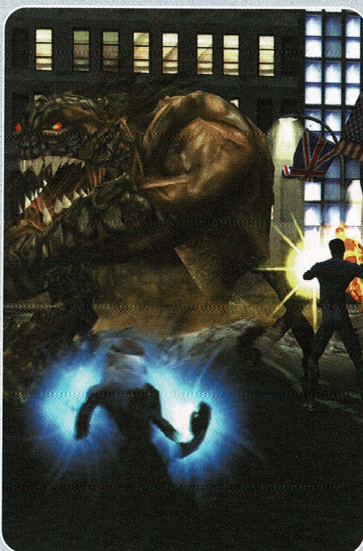
After the recent trend for decent licensed games, Activision will be releasing *Fantastic Four* to coincide with the cinematic release of the Hollywood movie.

Focusing on the individuality of the four stars, the game very much revolves around the range of abilities available to the player and the options this presents. Some levels will demand the use of a specific character whilst in others players will be free to switch

between the four.

The game does deviate from the movie somewhat, allowing the introduction of familiar characters such as Dr. Doom, Annihilus, Diablo, and Puppet Master. Each character will boast about 40 moves and an enhanced assortment of superhero powers. The game also supports a two-player co-op mode.

All the signs point to a strong retail performance.



### AT A GLANCE

#### What the maker says:

"This game will let *Fantastic Four* fans use the heroes' distinctive super powers to battle evil in high-level action sequences from the film"

#### What the press says:

"The team has endeavored to get this Marvel licence right while making it a fun, long-lasting game. You can't ask for much more than that" - *IGN*



### ESSENTIALS

GENRE: ..... Action/Adventure  
DEVELOPER: ..... Beenox  
PUBLISHER: ..... Activision  
STREET DATE: ..... July 15th  
STREET PRICE: ..... £39.99  
DISTRIBUTOR: ..... Centresoft  
CONTACT NO: ..... 01753 756 100



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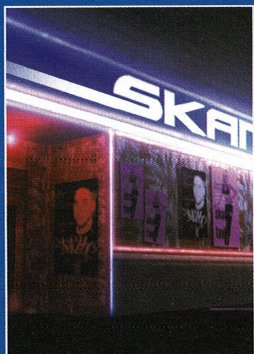
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## NARC

MIDWAY

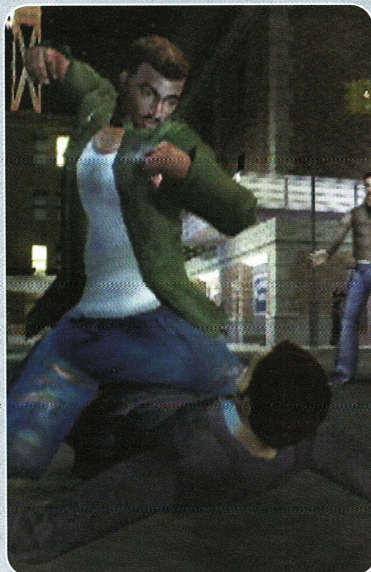


FORMAT: PS2  
www.midwaygames.com

*Grand Theft Auto* successfully proved that adult themes can perform well in the games market.

Set in the midst of a violent drugs war, the main thrust of the gameplay concerns the route that players decide to take. You are free to play 'good cop' and abide by the rules, or alternatively you may decide to play nasty. Then you're free to use the drugs you capture to increase your abilities.

The budget price point and adult themes could well make this a strong-selling impulse purchase.



## AT A GLANCE

## What the maker says:

"NARC will make a bold statement as a gritty crime drama that offers an intense and thought-provoking view into the seedy world of the war on drugs"

## What the press says:

"NARC still finds a way to provide some good quality fun for a budget title. The amount of humorous moments provided by the sheer volume of consumable drugs is great to see" - *Team Xbox*

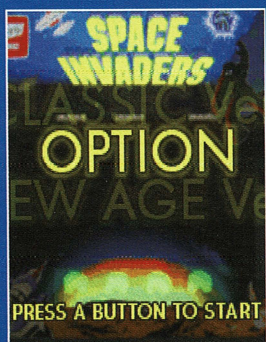


## ESSENTIALS

GENRE: .....Action  
DEVELOPER: .....Midway  
PUBLISHER: .....Midway  
STREET DATE: .....TBC  
STREET PRICE: .....£19.99  
DISTRIBUTOR: .....Pinnacle  
CONTACT NO: .....020 8309 3600

## SPACE INVADERS REVOLUTION

ATARI



FORMAT: DS  
www.atari.com

Keen not to alienate fans, the man who oversaw the creation of the original is fronting development of *Revolution*. Tomohiro Nishikado has been very keen to recapture the spirit of the arcade title that he feels was lost in some of the later incarnations.

*Revolution* includes the original arcade game, complete with standard and brand new touch screen controls. There is also a New Era mode that introduces puzzle elements and takes the battle to several setting across the globe. Should prove popular with retro fans and new gamers alike.

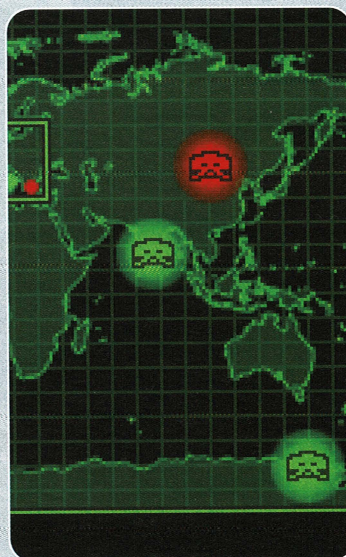


## AT A GLANCE

## What the maker says:

"*Space Invaders Revolution* - developed under the strict stewardship of original *Space Invaders* creator Tomohiro Nishikado - combines the original game and an updated 'Quest' mode, adhering to the spirit of the 1978 coin-op classic, resulting in a handheld title which will appeal to games players young and old"

From the maker of:  
*Space Invaders*



## ESSENTIALS

GENRE: .....Arcade  
DEVELOPER: .....Dreams  
PUBLISHER: .....Atari  
STREET DATE: .....July 8th  
STREET PRICE: .....£29.99  
DISTRIBUTOR: .....Advantage  
CONTACT NO: .....020 8222 9700

## ON THE RADAR

Forthcoming releases with above average sales potential...

## From June...



## Conspiracy: Weapons of Mass Destruction

Oxygen  
PS2  
Another FPS fighting for the shooting crown on PS2.



## Tekken 5

Sony  
PS2  
The latest instalment in the successful fighting series looks set to be the best yet.



## Madagascar

Activision  
PS2/Xbox/GC/PC/DS/GBA  
Another licence from Activision expected to perform well at retail.



## Destroy All Humans

THQ  
PS2/Xbox  
Like *GTA* with a surreal twist and built around the *Mercenaries* game engine, this should do well.



## Juiced

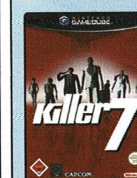
THQ  
PS2/Xbox/PC  
After a long wait this much-hyped street racer should be hitting stores soon.

## From July...



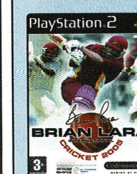
## Splinter Cell Chaos Theory

Ubisoft  
DS  
The first handheld 3D outing for Sam Fisher is highly anticipated.



## Killer 7

Capcom  
PS2/GC  
Has suffered more delays than the *North Circular*, but looks set to have a big impact.



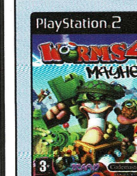
## Brian Lara Cricket

Sony  
PS2/Xbox/PC  
After a long break the series is back and expected to do well in the UK.



## Top Spin

Take 2  
PS2  
No longer exclusive to Xbox, *Top Spin* looks set to take off alongside Wimbledon.



## Worms 4: Mayhem

Codemasters  
PS2/Xbox/PC  
A return to its roots for the popular series should see it perform well at retail.



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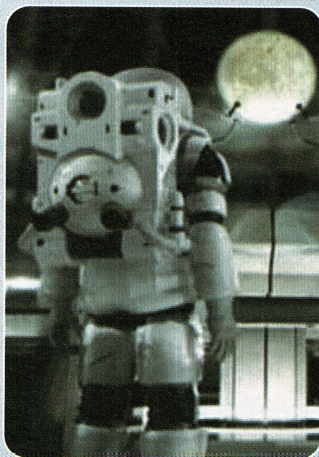


SRP: £29.99  
RELEASE: 24TH JUNE

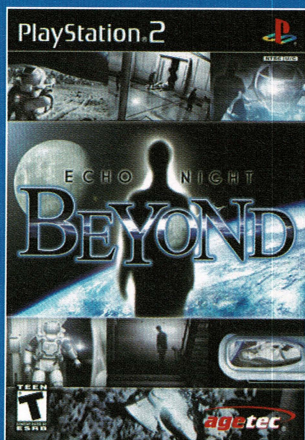
16+



## ECHO NIGHT BEYOND



[echonight.agetec.com/](http://echonight.agetec.com/)



FORMAT: PS2

*Echo Night* is quietly considered somewhat of an unsung classic on PSOne. News of a PS2 sequel was greeted excitedly by those in the know and apathetically by those not. However, *Echo Night Beyond* is looking different enough to other titles in the genre to demand attention.

The game is viewed from a first-person perspective, but despite what you might expect features no gunplay. Playing as Richard Osmand you have taken a short holiday to the moon to

wed your beloved, though the couple's plans are soon disrupted when their shuttle crashes amid a wave of supernatural events.

The desolate setting and supernatural events mix traditional survival horror with a futuristic sci-fi setting.

Ditching guns in favour of puzzles and quiet suspense, *Echo Night Beyond* will appeal to both survival-horror fans and those bored of endless gaming shoot outs.



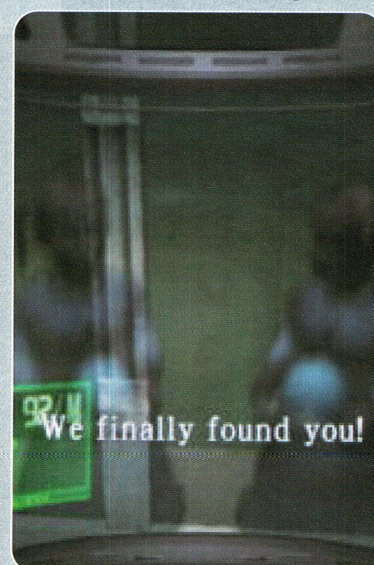
### AT A GLANCE

#### What the maker says:

"Challenging puzzles and heart-pounding exploration will take you to the edge and be. Stunning environments and dynamic camera changes will leave you trembling in fear"

#### What the press says:

A truly unique survival-horror experience" - PSW



### ESSENTIALS

GENRE: .....Action/Adventure

DEVELOPER: .....From Software

PUBLISHER: .....Digital Jesters

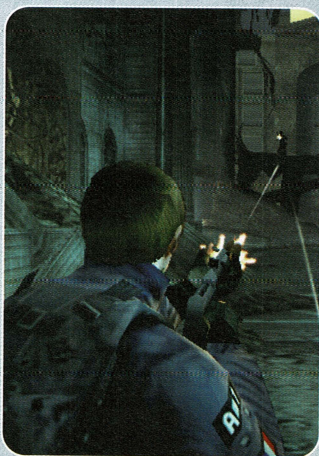
STREET DATE: .....July 1st

STREET PRICE: .....£19.99

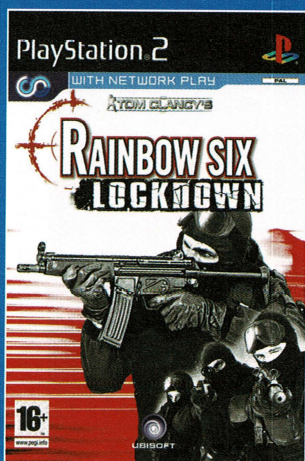
DISTRIBUTOR: .....Pinnacle

CONTACT NO: .....01707 871516

## RAINBOW SIX 4 LOCKDOWN



[www.rainbowsixgame.com](http://www.rainbowsixgame.com)



FORMAT: PS2/Xbox/GC/PC

The *Rainbow Six* series has developed into one of the strongest franchises on current machines. The *Tom Clancy* team has developed several top-selling titles in recent years and *Lockdown* looks set to be no exception.

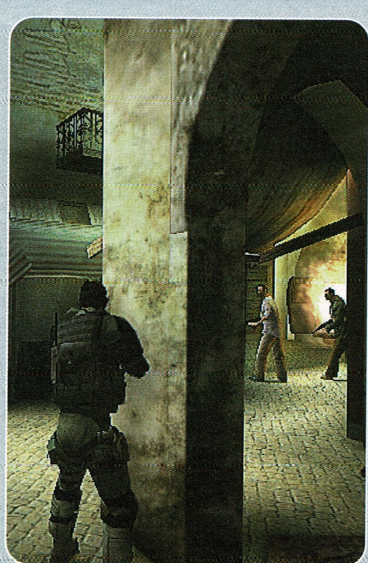
This time the counter terrorist team find themselves in an unfamiliar scenario. Having been used to protecting others, the unit surprisingly finds itself targeted by a terrorist group. Suddenly it's their friends and colleagues which

they're struggling to keep alive.

As well as an extensive single-player campaign, even more multi-player modes have been included ranging from online co-op to traditional death matches.

There are also numerous gameplay tweaks and graphical upgrades, as well as an enhanced physics engine that should help deliver a level of realism never before seen in the series.

Expect a very strong performance at retail.



### AT A GLANCE

#### What the maker says:

"In *Rainbow Six Lockdown*, Team Rainbow is personally attacked and their close-quarter battles reach unprecedented levels of tension and intensity"

#### What the press says:

"The addition of the entertaining sniper mode and the overhauled graphics and physics engines ensure that this game will be a worthy sequel" - Gamespy



### ESSENTIALS

GENRE: .....Action/Stealth

DEVELOPER: .....Ubisoft


PUBLISHER: .....Ubisoft

STREET DATE: .....Sep 2005

STREET PRICE: .....£39.99

DISTRIBUTOR: .....Pinnacle

CONTACT NO: .....01923 838 230





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## POINT OF SALE

**Activision:** *Star Wars Episode III: Revenge of the Sith* is heavily supported with standees, cubes, counter cards, Xbox and PS2 oversized dummy boxes, teaser posters, release posters, hanging banners and window vinyls. Film licence *Madagascar* is supported by cubes, standees, Xbox and PS2 oversized boxes, counter tops, ceiling hangs, double sided posters, window vinyls, wobblers and PS2 and Xbox inlays.

**Capcom:** Recent hit *Monster Hunter* is promoted in stores with A2 posters, with forthcoming and much awaited action shooter *Killer 7* supported by brochures, cubes, standees and posters.

**Nokia:** The Scandinavian phone giant is currently promoting the release of *Worms World Party* on its N-Gage gaming phone with A2 posters, oversized boxes and *Worms: World Party* wings for game pods.

**Oxygen:** A2 posters, oversized boxes and standees are available to help promote *Conspiracy: Weapons of Mass Destruction* in store. A2 posters are also available for Oxygen's tennis sim *Perfect Ace 2*.

**Sega:** *The Matrix Online* is backed with A2 posters, oversized boxes and standees, meanwhile stealth title *Tenchu: Fatal Shadows* has A2 posters and oversized boxes available for in store promotion.

**Take 2:** Triple-A title *Grand Theft Auto: San Andreas* is supported heavily with PC and Xbox pre-order sleeves, A2 posters, counter cards and dummy boxes. War title *Close Combat: First to Fight* and strategy release *Stronghold 2* are also supported with A2 posters.

**Coming Soon:** POS material for Activision's *Fantastic Four*, Empire's riskily-titled *Big Mutha*

*Truckers 2: Truck Me Harder* and SCI Games' *Total Overdose* will be available from Channel games in the coming weeks.

## CHANNEL GAMES

All of the merchandise listed is available from Channel Games. For further details, simply log on to its dedicated POS online store [www.gamespos.com](http://www.gamespos.com). For all your retail, merchandising and POS requirements, please call Jason Evans on 07812 353116, or email him on [jevans@channel-advantage.co.uk](mailto:jevans@channel-advantage.co.uk)

## PRICE CHECK: BIRMINGHAM

GAME TITLE				
	<i>Revenge of the Sith</i>	<i>Wrestlemania XXI</i>	<i>Area 51</i>	<i>Guild Wars</i>
	LucasArts PS2	THO Xbox	Midway PS2	NCsoft PC
<b>GAME</b>	£29.99	£32.99	£29.99	£29.99
	£29.99	£32.99	£32.99	£29.99
	£34.99	£34.99	N/A	N/A
	£29.99	£32.99	£29.99	£29.99
	£29.99	£39.99	N/A	£34.99
	£29.99	£34.99	£29.99	£29.99

Top seller *Star Wars: Revenge of the Sith* is competitively priced across the board, with WH Smith the only store to charge more than £30. The Xbox market is rather less competitive, as *Wrestlemania XI* commands a minimum of £32.99, with PC World charging full price for the title. Prices correct as of June 2nd.

## MARGIN MAKER

Each week MCV highlights a potential profit spinner...



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## INDIE VOICE

## Next-Gen looking Back to the Future



Watching the recent E3 hyperbole, I was struck by what a high standard both Sony and Microsoft have set for themselves. The PS2 never produced many games that looked as good as the initial (pre-rendered) PR material,

It's important to keep in mind what makes the consumer buy a console, rather than what makes a bunch of journalists wet themselves with excitement. The masterstroke of the PS2 was its backwards compatibility. On day one of launch there were hundreds of games for the consumer

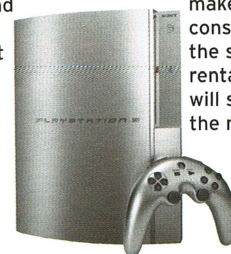
been taken one step further by Nintendo, with its announcement that every NES, SNES and N64 game will be available to download onto the Revolution console.

Microsoft's strategy however is unclear. The techies amongst you will know exactly what they meant when they said that Xbox games would need to be 'recompiled' to run on the Xbox 360, and this more or less rules out the idea of simply popping my copy of *Halo* into the new machine and letting rip. This might

just hamper the plans for world domination.

In addition to the stunning power of the new machines, they will all offer more functionality than ever before. None of the next three home machines (nor indeed the imminent PSP) is simply a games console. In the rush towards bigger, better and faster, the 'big three' shouldn't forget what makes people buy games consoles is games. And it is the sale (and in our case rental) of those games that will sustain the industry for the next five years.

Austin Rathe  
Managing Director  
[Gametart.com](http://Gametart.com)



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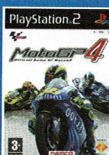



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# GAMES PRESS GUIDE

MCV takes a look at what the gaming press thinks of the latest new releases. This week, Guild Wars is a real hit with the critics ...

	GAME TITLE	FORMAT	MAGAZINE	SCORE	REVIEWER'S COMMENTS
	<b>Moto GP 4</b> Sony	PS2	P2	7/10	"Moto GP fans should be happy with this - once again it represents a realistic and authentic version of the sport."
	<b>Moto GP 4</b> Sony	PS2	PSM2	78%	"Whether you're a casual race fan or just fancy an introduction to the wonderful world of superbikes, it's still accessible and enjoyable with cool, disciplined gameplay."
	<b>Monster Hunter</b> Capcom	PS2	PSM2	80%	"For scratching that online teamplay itch, not much else around satisfies quite like this."
	<b>Monster Hunter</b> Capcom	PS2	Edge	8/10	"The game's major achievement is an emphasis less on personal advancement, but rather on working as a cohesive unit to achieve your collective."
	<b>Mario Party 6</b> Nintendo	GC	Nintendo Official Magazine	83%	"Combining the awesome item system of Mario Party 5 with fresh ideas, Mario Party 6 is the best party on the Gamecube, hands down."
	<b>Mario Party 6</b> Nintendo	GC	Games Master	71%	"Playing with four people beats Monopoly, there are loads of new mini-games to unlock and the microphone adds something new."
	<b>Mario Party 6</b> Nintendo	GC	GamePro	4.5/5	"There's a less compelling reason to purchase this game if you think you want to play it on your own. But if you're a video game people-person, it's guaranteed to be the life of any party."
	<b>Guild Wars</b> NCSOFT	PC	Gamespot	9.2/10	"You can never have too much of a good thing but Guild Wars comes awfully close. It pulls out all the stops to win you over."
	<b>Guild Wars</b> NCSOFT	PC	Eurogamer	9/10	"So this is an Online RPG for virtually anyone. The array of character builds and focus on warring guilds makes it a dream for those who enjoy online rucks."
	<b>Guild Wars</b> NCSOFT	PC	IGN	9/10	"There's no monthly fee, a rapid patching infrastructure, very fast load times, a pretty engine, frantic but fun combat and miniscule travel tedium."

## CAMPAIGN OF THE WEEK

Those *Big Mutha Truckers* return on June 24th, and Xplosiv has kicked off a media campaign to ensure trucking good sales for the offbeat racer...

### BIG MUTHA TRUCKERS 2: TRUCK ME HARDER

**Publisher:** Xplosiv  
**Developer:** Eutechnyx  
**Format:** PS2/Xbox/PC  
**Release date:** June 24th

**Events:** Xplosiv has already held a 'Monster Mania Monster Trucks' event to celebrate the launch of the game. Subsequent features in *Loaded*, *Boys Toys* and on *Gamer.TV* will follow the event.

**POS:** A large range of POS will be heading into the shops soon, including cubes, double sided posters and open/closed signs.

**Sponsorship:** In game character Hillbilly Jim and his 'Big Rig' will be appearing at all Truckfest events throughout the summer of 2005. Visitors to the event

will also be given the chance to learn to drive the Big Mutha Truckers Big Rig.

**PR:** Play awarded the game 84% in the review whilst XBM gave it a good 8/10. Reviews and features are appearing in several lifestyle mags. *Loaded* has run a Games vs Reality feature tied in with the game whilst *Nuts*, *Zoo*, *Front*, *Maxim*, *Arena* and *Mixmag* are all running competitions. Promotion on Radio 1, Radio 2 and Talksport Radio is also planned.

**TV:** A three-week advertising campaign will kick off on June 22nd, running on several key satellite channels.

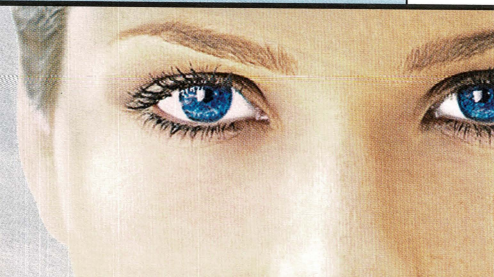


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# Phoenix rising

Phoenix Games offers budget PSOne and PS2 games for as little as £6.99 - but shuns specialist games stores in favour of non-traditional retail outlets. Neil Long finds out more...

PHOENIX'S position in the budget market is simple – where Play It, Liquid and Midas release titles between £10 and £20, Phoenix aims to undercut all comers, offering super-budget games on PSOne and PS2 for as little as £6.99.

This no-nonsense approach is undoubtedly down to Phoenix CEO Paul Share's previous experiences in the budget market, and he is keen to point out that, in his opinion, mass-market product positioning is the only way to make a success of a budget label.

"I have been in the industry for more than 20 years and have always been in the budget market - first as a distributor of Mastertronic Games, then the founder of Midas and now as CEO of Phoenix," he says. "The mass-market is what I know.

"Phoenix's complete collection of premium budget product on these fast moving formats will be successfully sold through the many thousands of retail outlets offering quick turnover consumer goods where the general public does its everyday convenience shopping."

The unique positioning of Phoenix's games is undoubtedly the company's strength – Share realises that his products are less suited to specialist retail, so instead they are sold in garages, convenience stores and supermarkets as no-frills, impulse purchases. "Marketing the ranges through these diverse

outlets means they will get high exposure and this will result in high sales levels. Although the ranges will be sold at low retail prices of £6.99, £8.99, £9.99, £12.99 and £14.99 respectively, they will not be short on quality.

"The retail price points are incredibly competitive considering the quality of the content."

As a business, this approach is similarly evident. Phoenix Games is largely run by five people, and deals exclusively in the licensing, marketing and publishing of its budget titles, with development and manufacturing processes dealt with through outsourcing and collaboration.

The five-strong team has managed to build contacts with over 50 development

promotional operations also run with a no-frills approach.

Share makes no apologies for his budget strategy, and is prepared to slash prices even further. "If the production price could be lowered then our retail prices would also be lower. Our range will never exceed £14.99 as this is the highest price that we believe is possible for mass market sales."

With more than 100 products released and at least a further 24 planned to arrive by the end of the year, Phoenix shows no signs of stopping. Average sales for a title are around 80,000 units, with the more popular compendium titles such as *Arcade Action* selling almost 200,000 copies.

In assessing the budget market as a whole, Share shrugs

***"Our range will never exceed £14.99 as this is the highest price for mass-market sales"***

companies, securing a wide range of PSOne and PS2 titles, from kids' offerings like *Dinosaur Adventure* and *Countryside Bears* to racing, sports and action games like *Monster Trux Extreme*, *Homerun* and *Habitrail Hamster Ball*.

To ensure development and production costs are kept to a minimum, time spent from development to product release is kept to just three to five months, with advertising and

off the competition. "In the super budget market on PSOne and PS2 Phoenix does not really have a competitor. Although there are companies like Play It and Oxygen who sell at £9.99 and higher, and Midas which sells at £14.99, there is no company in the European market which has the complete range. No one else has the sheer number of single and compendium titles that Phoenix has at the same prices."



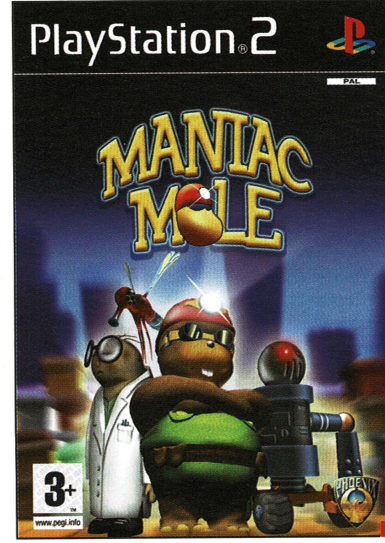
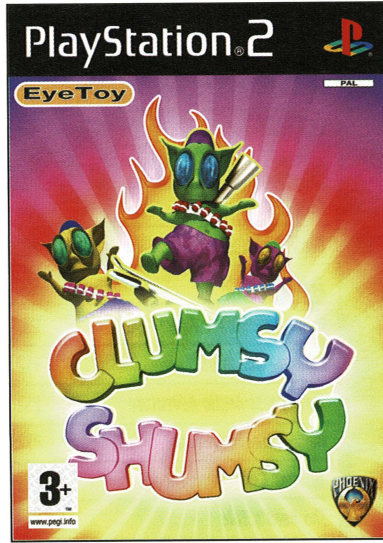
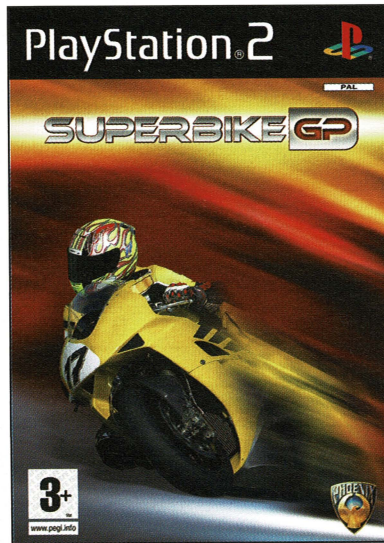
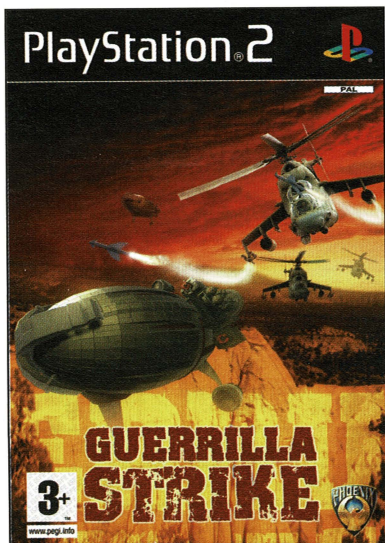
SHARE: "No other company in Europe has the range we do"

Phoenix looks to broaden its horizons going forward, with plans to release budget titles across more formats. "We have decided to concentrate on the console market. However we do have a back catalogue of over 50 games on PC available for licensing. We are looking to publish games on Xbox, PSP and DS at lower prices than are available at the moment," Share says, with titles already in the works for both Xbox and PSP. The games are to be entirely

new releases, playing on the relative strengths of the individual formats. "Puzzle and Casino games are of course ideal genres for both PSP and DS formats."

Looking further forward, Share highlights the spiralling costs for publishers looking to step up to the next generation.

"We will be entering the next-gen markets but due to high development costs not at a budget price. However our prices will be again lower than a top price game."



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## A-Z

<i>American Conquest: Divided Nations</i>	August 19th
<i>Another Code: Two Memories</i>	June 24th
<i>Armoured Core: Silent Line</i>	June 17th
<i>Asheron's Call</i>	July 22nd
<i>Barbarian</i>	June
<i>Batman Begins</i>	June 17th
<i>Batman Begins</i>	June 24th
<i>Battle of Britain 2</i>	June 24th
<i>Battlefield 2</i>	June 24th
<i>Bet On Soldier</i>	August 26th
<i>Big Mutha Truckers 2</i>	June 24th
<i>Bombberman</i>	July 1st
<i>Bombberman: Hardball</i>	July 1st
<i>Brian Lara International Cricket</i>	July 21st
<i>Capcom Fighting Jam</i>	June 24th
<i>Chaos League: Sudden Death</i>	July 15th
<i>Charlie and the Chocolate Factory</i>	July 22nd
<i>Chicken Shoot</i>	August
<i>Classified: The Sentinel Crisis</i>	June 24th
<i>Codename Panzers Phase 2</i>	July 22nd
<i>Cold War</i>	June
<i>Conker: Live and Reloaded</i>	June
<i>Conspiracy: Weapons of Mass Destruction</i>	June 24th
<i>Cricket 2005</i>	July 1st
<i>Deep Sea Tycoon 2</i>	June 17th
<i>Delta Force: Black Hawk Down</i>	July/August
<i>Destroy All Humans</i>	June 24th
<i>Dragonball Z Advanced Adventures</i>	June 17th
<i>Dragonball Z Budokai 3 Special Edition</i>	June 17th
<i>Dynasty Warriors 5</i>	June 24th
<i>Earth 2160</i>	August 26th
<i>Echo Night Beyond</i>	July 1st
<i>Fantastic Four</i>	July 15th
<i>Fly to Singapore</i>	June
<i>Fly to Tokyo</i>	June
<i>Flying Club</i>	July 1st
<i>Ford Mustang</i>	July 15th
<i>Formula One 2005</i>	July 1st
<i>FScene Vol.1</i>	July 22nd
<i>FScene Vol.2</i>	July 22nd
<i>FScene Vol.3</i>	July 22nd
<i>God of War</i>	June 24th
<i>GoldenEye: Rogue Agent</i>	July 1st
<i>Great Invasions</i>	July 1st
<i>Gulf War: Desert Storm</i>	August 26th
<i>Hellforces</i>	June 17th
<i>Herbie Fully Loaded</i>	August 5th
<i>Juiced</i>	June 17th
<i>Killer 7</i>	July 15th
<i>Kuon</i>	June 30th
<i>Madagascar</i>	June 30th
<i>Madagascar Activity Centre</i>	June 30th
<i>Martin Mystere</i>	June 24th
<i>Medal of Honor European Assault</i>	June 17th
<i>Mig Alley 2</i>	August 26th
<i>MX vs ATV Unleashed</i>	June 17th
<i>Neuro Hunter</i>	August 19th
<i>Office Life</i>	July
<i>Orient Express</i>	June
<i>Outlaw Volleyball: Remixed</i>	July 8th
<i>Pacman World 2</i>	August
<i>Perfect Ace 2</i>	June 17th
<i>Pilot Down: Behind Enemy Lines</i>	August 5th
<i>Powerdrome</i>	July 1st
<i>Premier Manager 2005/2006</i>	August
<i>Rebel Raiders</i>	June 30th
<i>Roads &amp; Rivers of Europe</i>	July 8th
<i>Robocop</i>	June
<i>Rollercoaster Tycoon 3: Soaked!</i>	June 24th
<i>Rome: Total War - Barbarian Invasion</i>	August
<i>Sacred Gold</i>	August 1st
<i>Saint Seiya</i>	July 1st
<i>Shin Megami Tensei Lucifer's Call</i>	July 1st
<i>Sid Meier's Pirates!</i>	July 22nd
<i>Snood 2</i>	August
<i>Space Invaders Revolution</i>	July 8th
<i>Splinter Cell: Chaos Theory</i>	July 1st
<i>Steel Empire</i>	July 1st
<i>Tekken 5</i>	June 24th
<i>The Bard's Tale</i>	July 1st
<i>Top Spin</i>	July 22nd
<i>Ultimate Card Games</i>	June
<i>Virtual Pool: Tournament Edition</i>	July 8th
<i>White Water Adrenaline</i>	July 8th
<i>World War II Squadron</i>	July
<i>Worms 4: Mayhem</i>	July 29th
<i>Yeti Sports Arctic Adventure</i>	July 1st

## Perfect week for retail

Oxygen's tennis sim *Perfect Ace 2* hits stores next Friday, along with THQ's long awaited *Juiced* and two *Dragonball* titles from Atari on GBA and PS2. *Conspiracy: Weapons of Mass Destruction* is unleashed a week after on the 24th, along with THQ's *Destroy All Humans*.

Title	Format	Genre	Publisher	Telephone	Distributor	Release Date
<i>Armoured Core: Silent Line</i>	PS2	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	June 17th
<i>Perfect Ace 2</i>	PS2/PC	Sports	Oxygen	01933 446 424	Centresoft	June 17th
<i>Medal of Honor European Assault</i>	PS2/Xbox/GC	FPS	EA	01932 450 000	Pinnacle	June 17th
<i>Juiced</i>	PS2/PC/Xbox	Racing	THQ	01483 767656	Advantage	June 17th
<i>MX vs ATV Unleashed</i>	PS2/Xbox	Racing	THQ	01483 767656	Advantage	June 17th
<i>Batman Begins</i>	PS2/Xbox/GC	Action/Adventure	EA	01923 450000	Pinnacle	June 17th
<i>Dragonball Z Advanced Adventures</i>	GBA	Action/Adventure	Atari	020 8222 9700	Advantage	June 17th
<i>Dragonball Z Budokai 3 Special Edition</i>	PS2	Action/Adventure	Atari	020 8222 9700	Advantage	June 17th
<i>Hellforces</i>	PC	FPS	GMX	020 8309 3600	Pinnacle	June 17th
<i>Deep Sea Tycoon 2</i>	PC	Strategy	GMX	020 8309 3600	Pinnacle	June 17th
<i>God of War</i>	PS2	RTS	Sony	020 7911 8152	Centresoft	June 24th
<i>Batman Begins</i>	GBA	Action/Adventure	EA	01923 450000	Pinnacle	June 24th
<i>Dynasty Warriors 5</i>	PS2	Action/Strategy	Koei	01462 476130	Open	June 24th
<i>Conspiracy: Weapons of Mass Destruction</i>	Xbox	FPS	Oxygen	01933 446 424	Centresoft	June 24th
<i>Capcom Fighting Jam</i>	Xbox	Fighting	Capcom	020 8846 2250	Open	June 24th
<i>Classified: The Sentinel Crisis</i>	Xbox	FPS	Take 2	01753 496 613	Gem	June 24th
<i>Big Mutha Truckers 2</i>	PS2/Xbox/PC	Racing	Empire	020 8343 7337	Open	June 24th
<i>Rollercoaster Tycoon 3: Soaked!</i>	PC	Strategy	Atari	020 8222 9700	Advantage	June 24th
<i>Tekken 5</i>	PS2	Fighting	Sony	020 7911 8152	Centresoft	June 24th
<i>Destroy All Humans</i>	PS2/Xbox	Action/Adventure	THQ	01483 767656	Advantage	June 24th
<i>Battlefield 2</i>	PC	Strategy	EA	01923 450000	Pinnacle	June 24th
<i>Another Code: Two Memories</i>	DS	Adventure	Nintendo	01932 895390	Open	June 24th
<i>Battle of Britain 2</i>	PC	Flight Sim	GMX	020 8309 3600	Pinnacle	June 24th
<i>Martin Mystere</i>	PC	Adventure	GMX	020 8309 3600	Pinnacle	June 24th
<i>Madagascar</i>	PS2/Xbox/GC/PC/DS/GBA	Action/Adventure	Activision	01753 756100	Centresoft	June 30th
<i>Madagascar Activity Centre</i>	PC	Kid's	Activision	01753 756100	Centresoft	June 30th
<i>Rebel Raiders</i>	PS2/PC	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	June 30th
<i>Kuon</i>	PS2	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	June 30th
<i>Conker: Live and Reloaded</i>	Xbox	Action/Adventure	Microsoft	0870 6010100	Gem	June
<i>Ultimate Card Games</i>	DS	Party	Telegames	01162 880445	Open	June
<i>Barbarian</i>	GBA	Action/Adventure	Zoo Digital	0114 2413700	Open	June
<i>Robocop</i>	GBA	Action/Adventure	Zoo Digital	0114 2413700	Open	June
<i>Cold War</i>	Xbox/PC	Strategy	DreamCatcher	01293 651714	Mindscape	June
<i>Fly to Tokyo</i>	PC	Flight Sim	Flightsoft	01293 651714	Mindscape	June
<i>Fly to Singapore</i>	PC	Flight Sim	Flightsoft	01293 651714	Mindscape	June
<i>Orient Express</i>	PC	Train Sim	Flightsoft	01293 651714	Mindscape	June
<i>Echo Night Beyond</i>	PS2	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	July 1st
<i>Great Invasions</i>	PC	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	July 1st
<i>Bombberman</i>	DS	Puzzler	Ubisoft	01923 838230	Pinnacle	July 1st
<i>GoldenEye: Rogue Agent</i>	DS	FPS	EA	01923 450000	Pinnacle	July 1st
<i>Formula One 2005</i>	PS2	Racing	Sony	020 7911 8152	Centresoft	July 1st
<i>Yeti Sports Arctic Adventure</i>	PS2	Platform	JoWooD	0800 1691341	Koch	July 1st
<i>Bombberman: Hardball</i>	PS2	Puzzler	Ubisoft	01923 838230	Pinnacle	July 1st
<i>Splinter Cell: Chaos Theory</i>	DS	Action/Adventure	Ubisoft	01923 838230	Pinnacle	July 1st
<i>The Bard's Tale</i>	PC	RPG	Ubisoft	01923 838230	Pinnacle	July 1st
<i>Saint Seiya</i>	PS2	Action/Adventure	Atari	020 8222 9700	Advantage	July 1st
<i>Flying Club</i>	PC	Flight Sim	Just Flight	01480 462748	Gem	July 1st
<i>Steel Empire</i>	GBA	RTS	Zoo Digital	0114 2413700	Open	July 1st
<i>Powerdrome</i>	PC	Racing	Zoo Digital	0114 2413700	Open	July 1st
<i>Shin Megami Tensei Lucifer's Call</i>	PS2	RPG	Ubisoft	01923 838230	Pinnacle	July 1st

FROM JUNE 17TH

FROM JUNE 30TH ONWARDS



FROM JULY 8TH

Title	Format	Genre	Publisher	Telephone	Distributor	Release Date
<i>Cricket 2005</i>	PS2/Xbox/PC	Sports	EA	01923 450000	Pinnacle	July 1st
<i>Space Invaders Revolution</i>	DS	Arcade	Atari	020 8222 9700	Advantage	July 8th
<i>Outlaw Volleyball: Remixed</i>	PS2	Sports	Take 2	01753 496 613	Gem	July 8th
<i>Virtual Pool: Tournament Edition</i>	Xbox	Sports	Take 2	01753 496 613	Gem	July 8th
<i>Roads &amp; Rivers of Europe</i>	PC	Flight Sim	Just Flight	01480 462748	Gem	July 8th
<i>White Water Adrenaline</i>	PS2	Sports	Digital Jesters	01707 871516	Pinnacle	July 8th
<i>Killer 7</i>	PS2/GC	FPS	Capcom	020 8846 2880	Open	July 15th
<i>Fantastic Four</i>	PS2/Xbox/GC/PC/GBA	Action/Adventure	Activision	01753 756100	Centresoft	July 15th
<i>Ford Mustang</i>	PS2/Xbox	Racing	Take 2	01753 496 613	Gem	July 15th
<i>Chaos League: Sudden Death</i>	PC	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	July 15th
<i>Brian Lara International Cricket</i>	PS2/Xbox/PC	Sports	Codemasters	01926 814132	Centresoft	July 21st
<i>Charlie and the Chocolate Factory</i>	PS2/Xbox/GC/PC/GBA	Action/Adventure	Take 2	01753 496 613	Gem	July 22nd
<i>Asheron's Call</i>	PC	RPG	Codemasters	01926 814132	Centresoft	July 22nd
<i>Sid Meier's Pirates!</i>	Xbox	Adventure	Take 2	01753 496 613	Gem	July 22nd
<i>Codename Panzers Phase 2</i>	PC	RTS	CDV	0800 1691341	Koch	July 22nd
<i>Top Spin</i>	PS2	Sports	Take 2	01753 496 613	Gem	July 22nd
<i>FScene Vol.1</i>	PC	Flight Sim	Just Flight	01480 462748	Gem	July 22nd
<i>FScene Vol.2</i>	PC	Flight Sim	Just Flight	01480 462748	Gem	July 22nd
<i>FScene Vol.3</i>	PC	Flight Sim	Just Flight	01480 462748	Gem	July 22nd
<i>Worms 4: Mayhem</i>	PS2/Xbox/PC	Strategy	Codemasters	01926 814132	Centresoft	July 29th
<i>World War II Squadron</i>	Xbox	Flight Sim	Ubisoft	01923 838230	Pinnacle	July
<i>Office Life</i>	PC	Sports	Digital Jesters	01707 871516	Pinnacle	July
<i>Delta Force: Black Hawk Down</i>	PS2/Xbox	Action/Adventure	Novalogic	020 7324 8900	Open	July

FROM AUGUST ONWARDS

<i>Sacred Gold</i>	PC	RPG	Ascaron	0800 1691341	Koch	August 1st
<i>Herbie Fully Loaded</i>	GBA	Racing	Buena Vista Games	0208 222 1000	Open	August 5th
<i>Pilot Down: Behind Enemy Lines</i>	PS2/Xbox/PC	Action/Adventure	Oxygen	01933 446 424	Centresoft	August 5th
<i>Neuro Hunter</i>	PC	Action Adventure	Deep Silver	0800 1691341	Koch	August 19th
<i>American Conquest: Divided Nations</i>	PC	RTS	CDV	0800 1691341	Koch	August 19th
<i>Mig Alley 2</i>	PC	Flight Sim	GMX	020 8309 3600	Pinnacle	August 26th
<i>Gulf War: Desert Storm</i>	PC	Action/Adventure	GMX	020 8309 3600	Pinnacle	August 26th
<i>Earth 2160</i>	PC	RTS	Deep Silver	0800 1691341	Koch	August 26th
<i>Bet On Soldier</i>	PC	FPS	Digital Jesters	01707 871516	Pinnacle	August 26th
<i>Pac-Man World 2</i>	GBA	Platformer	Zoo Digital	0114 2413700	Open	August
<i>Chicken Shoot</i>	GBA	Platformer	Zoo Digital	0114 2413700	Open	August
<i>Rome: Total War - Barbarian Invasion</i>	PC	Strategy	Activision	01753 756100	Centresoft	August
<i>Snood 2</i>	GBA/DS	Action/Adventure	Zoo Digital	0114 2413700	Open	August
<i>Premier Manager 2005/2006</i>	PS2/GBA/PC	Sports	Zoo Digital	0114 2413700	Open	August

FROM JUNE 17TH ONWARDS

BUDGET, BUNDLES AND RE-RELEASES						
<i>X2 Gold</i>	PC	Action Adventure	Deep Silver	0800 1691341	Koch	June 17th
<i>Prince of Persia: Sands of Time</i>	PC	Action/Adventure	PC Gamer Presents	0207 928 3993	Mastertronic	June 17th
<i>Trainz Railway Simulator 2004</i>	PC	Strategy	MAD	0207 928 3993	Mastertronic	June 17th
<i>Neverwinter Nights</i>	PC	RPG	PC Gamer Presents	0207 928 3993	Mastertronic	June 17th
<i>Rollercoaster Tycoon 2</i>	PC	Strategy	PC Gamer Presents	0207 928 3993	Mastertronic	June 17th
<i>Soldner Gold</i>	PC	FPS	JoWood	0800 1691341	Koch	June 23rd
<i>Crazy Golf World Tour</i>	PS2	Kids Sports	Liquid Games	01933 442 660	Centresoft	June 24th
<i>Industry Giant 2</i>	PC	Strategy	Sold Out	0207 928 3993	Mastertronic	June 24th
<i>Hotel Giant</i>	PC	Strategy	Sold Out	0207 928 3993	Mastertronic	June 24th
<i>Beach Life</i>	PC	Strategy	Sold Out	0207 928 3993	Mastertronic	June 24th
<i>Colin McRae Rally 3</i>	PC	Racing	Sold Out	0207 928 3993	Mastertronic	June 24th
<i>Line of Sight: Vietnam</i>	PC	FPS	Sold Out	0207 928 3993	Mastertronic	June 24th
<i>Tactical Ops</i>	PC	FPS	Sold Out	0207 928 3993	Mastertronic	June 24th
<i>The Arcade Vol 1</i>	PS2	Retro	Liquid Games	01933 442 660	Centresoft	June 24th
<i>Urban Football Championship</i>	PS2	Sports	Phoenix	01245 465690	Open	June 24th
<i>Arcade USA</i>	PS2	Arcade	Phoenix	01245 465690	Open	June 24th
<i>Full Spectrum Warrior</i>	Xbox	RTS	THQ	01483 767656	Advantage	June 24th
<i>Kids Kingdom</i>	PS2	Children's	Phoenix	01245 465690	Open	June 24th

FORMAT HIGHLIGHTS

MCV cherry picks the highlights for the most popular formats in the coming months. All dates correct at time of press.

PlayStation 2

<i>Perfect Ace</i>	June 17th
<i>Big Mutha Truckers 2</i>	June 24th
<i>Destroy All Humans</i>	June 24th
<i>Tekken 5</i>	June 24th
<i>Madagascar</i>	June 30th
<i>Formula One 2005</i>	July 1st
<i>Outlaw Vollyball: Remixed</i>	July 8th
<i>Killer 7</i>	July 15th
<i>Fantastic Four</i>	July 15th
<i>Brian Lara International Cricket</i>	July 21st

Xbox

<i>Big Mutha Truckers 2</i>	June 24th
<i>Destroy All Humans</i>	June 24th
<i>Capcom Fighting Jam</i>	June 24th
<i>Madagascar</i>	June 30th
<i>Comker: Live and Reloaded</i>	June
<i>Ford Mustang Racing</i>	July 8th
<i>Fantastic Four</i>	July 15th
<i>Delta Force: Black Hawk Down</i>	July

Nintendo DS

<i>Madagascar</i>	June 30th
<i>Bombberman</i>	June
<i>Splinter Cell: Chaos Theory</i>	July 1st
<i>Space Invaders Revolution</i>	July 8th

GameCube

<i>Madagascar</i>	June 30th
<i>Killer 7</i>	July 15th
<i>Fantastic Four</i>	July 15th

Game Boy Advance SP

<i>Dragonball Z Advanced Adventures</i>	June 17th
<i>Madagascar</i>	June 30th
<i>Robocop</i>	June
<i>Fantastic Four</i>	July 15th
<i>Charlie and The Chocolate Factory</i>	July 22nd
<i>Pac-Man World 2</i>	August

PC

<i>Perfect Ace 2</i>	June 17th
<i>Rollercoaster Tycoon 3</i>	June 24th
<i>Battle of Britain 2</i>	June 24th
<i>Madagascar</i>	June 30th
<i>Flying Club</i>	July 1st
<i>Powerdrome</i>	July 1st
<i>Fantastic Four</i>	July 15th
<i>Brian Lara International Cricket</i>	July 21st
<i>Codename Panzers Phase 2</i>	July 22nd





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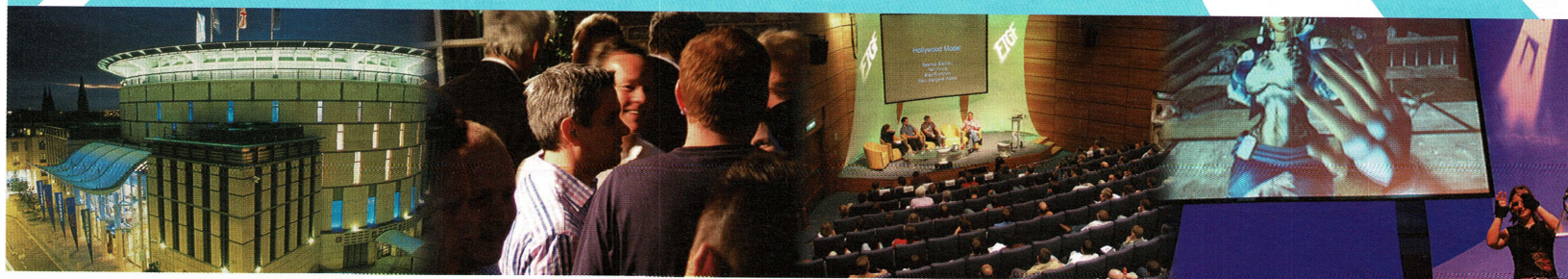
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PlayStation®2



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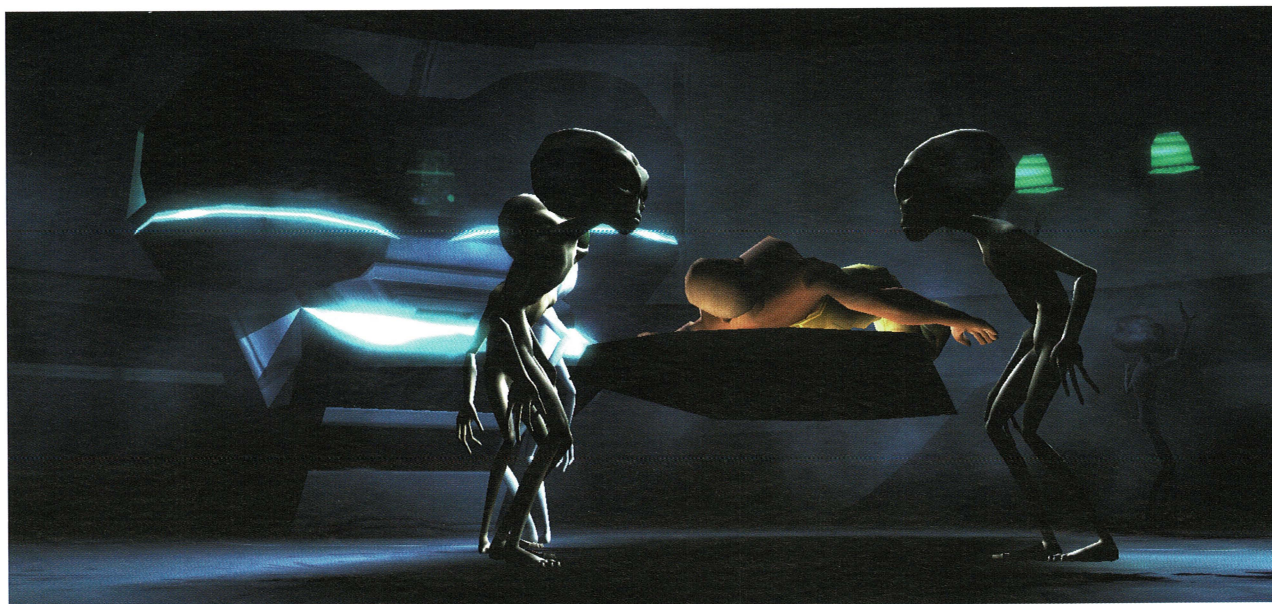
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# ESSENTIAL INFO



A good week for Midway as its sci-fi action thriller *Area 51* heads back up to the number three spot

## ALL FORMATS TOP 10

### 1 STAR WARS EPISODE III: REVENGE OF THE SITH

FORMAT: PS2, XBOX, DS, GBA

DEVELOPER: LUCASARTS PUBLISHER: LUCASARTS

2	2	LEGO STAR WARS	PS2, XBOX PC, GBA	TRAVELLER'S TALES/EIDOS/GIANT
3	8	AREA 51	XBOX, PS2	MIDWAY/MIDWAY
4	4	CHAMPIONSHIP MANAGER 5	PC, PS2, XBOX	GUSTO GAMES/BEAUTIFUL GAME STUDIOS/EIDOS
5	6	FIFA STREET	PS2, XBOX, GC	EA/EA
6	9	PRO EVOLUTION SOCCER 4	PS2, XBOX	KCET/KONAMI
7	5	MIDNIGHT CLUB 3: DUB EDITION	PS2, XBOX	ROCKSTAR/ROCKSTAR
8	7	FORZA MOTORSPORT	XBOX	MICROSOFT GAMES STUDIOS/MICROSOFT
9	12	TOM CLANCY'S SPLINTER CELL: CHAOS THEORY	PS2, XBOX, PC, GC	UBISOFT/UBISOFT
10	3	WRESTLEMANIA 21	XBOX	THQ/THQ

## INDIE ALL FORMATS TOP 10

PlayStation 2  
Week ending June 4th  
Source: GameGuide/Complete EPOS

**1 STAR WARS: REVENGE OF THE SITH**  
LUCASARTS, PS2

- AREA 51, PS2 ..... MIDWAY
- WWE WRESTLEMANIA 21, XBOX ..... THQ
- STAR WARS: REVENGE OF THE SITH, XBOX ..... LUCASARTS
- AREA 51, XBOX ..... MIDWAY
- LEGO STAR WARS, PS2 ..... GIANT/EIDOS
- PRO EVOLUTION SOCCER 4, PS2 ..... KONAMI
- WORLD OF WARCRAFT, PC ..... VU GAMES
- COLD WINTER, PS2 ..... VU GAMES
- CHAMPIONSHIP MANAGER 5, XBOX ..... EIDOS

Charts compiled by Game Guide/Complete EPOS Solutions.

## PRE-ORDERS TOP 10

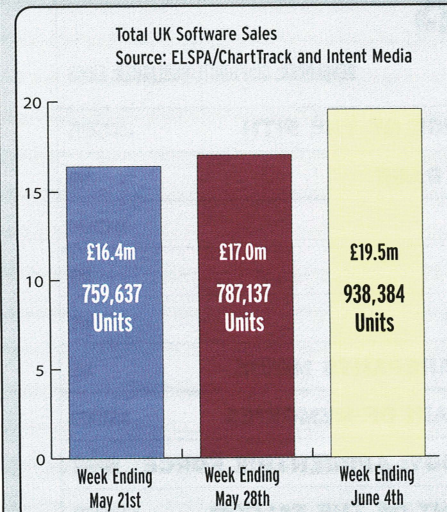
PC  
Week ending June 4th  
Source: Amazon.co.uk

**1 BATTLEFIELD 2**  
EA, PC

- MEDAL OF HONOR PS2, XBOX, GC ..... EA
- DESTROY ALL HUMANS PS2 ..... THQ
- TEKKEN 5 PS2 ..... SONY
- JUICED PS2 ..... THQ
- GOD OF WAR PS2 ..... SONY
- DYNASTY WARRIORS 5 PS2, XBOX ..... KOEI
- FORMULA ONE 05 PS2 ..... SONY
- THE SIMS 2: NIGHTLIFE PC ..... EA
- HALO 2 MULTIPLAYER MAPS XBOX ..... MICROSOFT

Source: Amazon.co.uk

## MARKET VALUE



## EVENT GUIDE

MCV provides a guide to the key events this year...

**June 15th-17th**  
Mobile Entertainment Market  
London  
www.mem05.com

**June 21st-22nd**  
ELSPA Games Summit  
London  
www.elspa.com

**July 4th -5th**  
TIGA Outsourcing Conference  
Newcastle  
www.tiga.org

**August 10th-14th 2005**  
2005 Edinburgh Interactive Entertainment Festival  
www.eief.co.uk

**GameDevelopers Conference Europe**  
August 30th - September 1st  
Cafe Royal, London  
www.gdceurope.com

**develop**  
August 31st  
Develop Industry Excellence Awards  
London  
www.developmag.com

**TIGA**  
August 31st and September 1st  
TIGA Content Market  
Piccadilly, London  
www.tiga.org

**August 31st - September 1st**  
Games Market Europe  
Business Design Centre  
London

**TOKYO GAME SHOW 2005**  
September 16th-18th  
Tokyo Game Show  
tgs.cesa.or.jp

**Brand Licensing Show**  
October 25th-26th  
London  
www.brandlicensingexpo.com

**INDIN 2005**  
December 1st  
London

**GAME CONNECTION**  
December 5th-7th  
Lyon, France  
www.game-connection.com

If you have an event you would like featured here, please email  
Neil.Long@intentmedia.co.uk



### GAMECUBE FULL PRICE

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>RESIDENT EVIL 4</b> DEVELOPER: CAPCOM PUBLISHER: CAPCOM	
2	NEW	<b>DONKEY KONGA 2</b>	NINTENDO
3	2	<b>STAR FOX ASSAULT</b>	NINTENDO
4	3	<b>MARIO PARTY 6</b>	NINTENDO
5	5	<b>MARIO POWER TENNIS</b>	NINTENDO
6	8	<b>DONKEY KONGA</b>	NINTENDO
7	6	<b>FIFA STREET</b>	EA
8	7	<b>BATEN KAITOS</b>	NAMCO
9	NEW	<b>THE LEGEND OF ZELDA: FOUR SWORDS</b>	UBISOFT
10	4	<b>METROID PRIME 2: ECHOES</b>	NINTENDO

### PLAYSTATION 2 FULL PRICE

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>STAR WARS: REVENGE OF THE SITH</b> DEVELOPER: EA PUBLISHER: EA	
2	2	<b>LEGO STAR WARS: THE VIDEO GAME</b>	GIANT/EIDOS
3	7	<b>AREA 51</b>	MIDWAY
4	3	<b>FIFA STREET</b>	EA
5	4	<b>MIDNIGHT CLUB 3: DUB EDITION</b>	ROCKSTAR
6	6	<b>GRAN TURISMO 4</b>	SONY
7	5	<b>CHAMPIONSHIP MANAGER 5</b>	EIDOS
8	8	<b>MOTO GP 4</b>	SONY
9	NEW	<b>COLD WINTER</b>	VU GAMES
10	9	<b>TOM CLANCY'S SPLINTER CELL: CHAOS THEORY</b>	UBISOFT
11	10	<b>BROTHERS IN ARMS: ROAD TO HILL 30</b>	UBISOFT
12	12	<b>METAL GEAR SOLID 3: SNAKE EATER</b>	KONAMI
13	14	<b>FIGHT NIGHT ROUND 2</b>	EA
14	13	<b>SONIC MEGA COLLECTION PLUS</b>	SEGA
15	16	<b>GRAND THEFT AUTO: SAN ANDREAS</b>	ROCKSTAR
16	11	<b>TT SUPERBIKES</b>	JESTER
17	18	<b>STAR WARS: BATTLEFRONT</b>	LUCASARTS
18	15	<b>FULL SPECTRUM WARRIOR</b>	THQ
19	17	<b>FIFA 2005</b>	EA
20	NEW	<b>TIMESPLITTERS: FUTURE PERFECT</b>	EA



### NINTENDO DS FULL PRICE

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>SUPER MARIO 64 DS</b> DEVELOPER: NINTENDO PUBLISHER: NINTENDO	
2	2	<b>STAR WARS III: REVENGE OF THE SITH</b>	LUCASARTS
3	3	<b>NEED FOR SPEED: UNDERGROUND 2</b>	EA
4	4	<b>YOSHI TOUCH AND GO</b>	NINTENDO
5	5	<b>WARIOWARE TOUCHED!</b>	NINTENDO
6	6	<b>PAC-PIX</b>	NAMCO
7	7	<b>ASPHALT: URBAN GT</b>	UBISOFT
8	10	<b>RAYMAN DS</b>	UBISOFT
9	9	<b>THE URBZ: SIMS IN THE CITY</b>	EA
10	NEW	<b>RIDGE RACER DS</b>	NINTENDO

### GAME BOY ADVANCE FULL PRICE

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>LEGO STAR WARS</b> DEVELOPER: GRIPTONITE PUBLISHER: EIDOS	
2	1	<b>STAR WARS III: REVENGE OF THE SITH</b>	LUCASARTS
3	3	<b>THE SIMPSONS: ROAD RAGE</b>	THQ
4	5	<b>POKÉMON FIRERED</b>	NINTENDO
5	4	<b>THE INCREDIBLES</b>	THQ
6	6	<b>POKÉMON LEAFGREEN</b>	NINTENDO
7	8	<b>THE SPONGEBOB SQUAREPANTS MOVIE</b>	THQ
8	7	<b>KINGDOM HEARTS: CHAIN OF MEMORIES</b>	NINTENDO
9	9	<b>THE STAR WARS TRILOGY: APPRENTICE FORCE</b>	UBISOFT
10	11	<b>THE STAR WARS: FLIGHT OF THE FALCON</b>	LUCASARTS

### PLAYSTATION 2 BUDGET PRICE

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>PRO EVOLUTION SOCCER 4</b> DEVELOPER: KONAMI PUBLISHER: KONAMI	
2	2	<b>SINGSTAR POPWORLD</b>	SONY
3	3	<b>THE SIMPSONS: HIT &amp; RUN</b>	VU GAMES
4	5	<b>SONIC HEROES</b>	SEGA
5	NEW	<b>POKER MASTERS</b>	LIQUID
6	4	<b>TOCA RACE DRIVER 2</b>	CODEMASTERS
7	6	<b>SHREK 2</b>	ACTIVISION
8	11	<b>THE URBZ: SIMS IN THE CITY</b>	EA
9	8	<b>THE SPONGEBOB SQUAREPANTS MOVIE</b>	THQ
10	NEW	<b>THE SIMS: BUSTIN' OUT</b>	PLATINUM

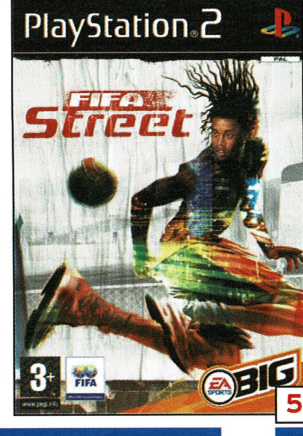
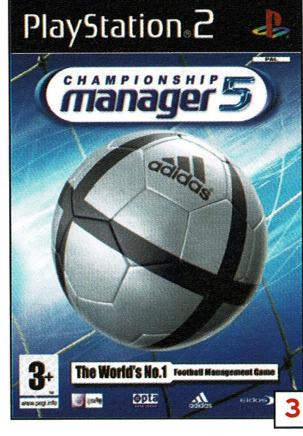
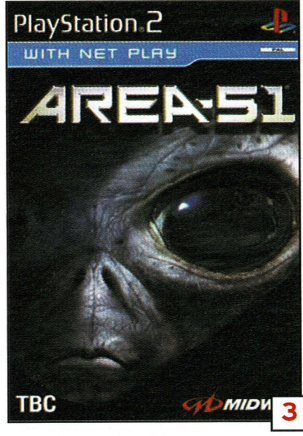
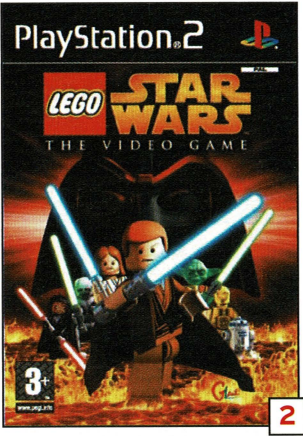
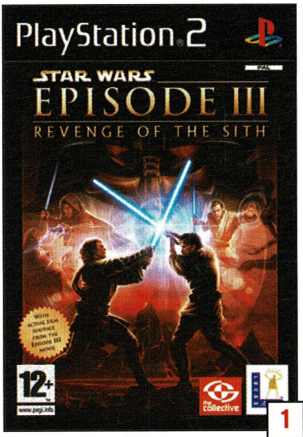


ALL FORMATS TOP 40

Week ending Saturday June 4th

THIS WEEK	LAST WEEK	TITLE - FORMAT	DEVELOPER/PUBLISHER
1		<b>STAR WARS: REVENGE OF THE SITH</b>	DEVELOPER: LUCASARTS PUBLISHER: LUCASARTS
2	2	<b>LEGO STAR WARS</b> PS2, XBOX, PC, GBA	TRAVELLER'S TALES/EIDOS/GIANT
3	8	<b>AREA 51</b> XBOX, PS2	MIDWAY/MIDWAY
4	4	<b>CHAMPIONSHIP MANAGER 5</b> PC, PS2, XBOX	GUSTO GAMES/BEAUTIFUL GAME STUDIOS/EIDOS
5	6	<b>FIFA STREET</b> PS2, XBOX, GC	EA/EA
6	9	<b>PRO EVOLUTION SOCCER 4</b> PS2, XBOX	KCET/KONAMI
7	5	<b>MIDNIGHT CLUB 3: DUB EDITION</b> PS2, XBOX	ROCKSTAR/ROCKSTAR
8	7	<b>FORZA MOTORSPORT</b> XBOX	MICROSOFT GAMES STUDIOS/MICROSOFT
9	12	<b>TOM CLANCY'S SPLINTER CELL: CHAOS THEORY</b> PS2, XBOX, PC, GC	UBISOFT/UBISOFT
10	3	<b>WRESTLEMANIA 21</b> XBOX	THQ/THQ
11	10	<b>GRAN TURISMO 4</b> PS2	POLYPHONY DIGITAL/SONY
12	11	<b>SINGSTAR POPWORLD</b> PS2	SONY/SONY
13	15	<b>THE SIMPSONS: HIT AND RUN</b> PS2, XBOX, PC	RADICAL ENTERTAINMENT/VU GAMES
14	14	<b>BROTHERS IN ARMS: ROAD TO HILL 30</b> PS2, XBOX, PC	GEARBOX SOFTWARE/UBISOFT
15	13	<b>GUILD WARS</b> PC	ARENANET/NCISOFT
16	17	<b>NEED FOR SPEED: UNDERGROUND 2</b> PS2, XBOX, DS, PC	EA/EA
17	20	<b>THE SIMS 2: UNIVERSITY</b> PC	MAXIS/EA
18	16	<b>MOTO GP 4</b> PS2	NAMCO/SONY
19	NEW	<b>COLD WINTER</b> PS2	SWORDFISH/VU GAMES
20	39	<b>THE SIMS 2</b> PC	MAXIS/EA
21	19	<b>SUPER MARIO 64 DS</b> DS	NINTENDO/NINTENDO
22	18	<b>IMPERIAL GLORY</b> PC	PYRO/EIDOS
23	25	<b>THE SIMPSONS: ROAD RAGE</b> PS2, XBOX, GC	RADICAL ENTERTAINMENT/THQ
24	40	<b>THE URBZ: SIMS IN THE CITY</b> PS2, DS, GBA, XBOX	EA/EA
25	28	<b>STAR WARS: BATTLEFRONT</b> PS2, XBOX, PC	PANDEMIC/LUCASARTS
26	22	<b>FIFA 2005</b> PS2, XBOX, GBA, GC	EA/EA
27	27	<b>HALF-LIFE 2</b> PC	VALVE/VU GAMES
28	29	<b>FIGHT NIGHT ROUND 2</b> PS2, XBOX, GC	EA/EA
29	21	<b>SONIC MEGA COLLECTION PLUS</b> PS2, XBOX	SONIC TEAM/SEGA
30	23	<b>THE INCREDIBLES</b> PS2, GBA, XBOX, GC	HEAVY IRON/HELIXE/THQ
31	31	<b>THE SPONGEBOB SQUAREPANTS MOVIE</b> PS2, XBOX, PC, GBA	HEAVY IRON/THQ
32	34	<b>SONIC HEROES</b> PS2, XBOX	SONIC TEAM/SEGA
33	26	<b>FOOTBALL MANAGER 2005</b> PC	SPORTS INTERACTIVE/SEGA
34	RE	<b>JADE EMPIRE</b> XBOX	BIOWARE/MICROSOFT
35	33	<b>METAL GEAR SOLID 3: SNAKE EATER</b> PS2	KONAMI/KONAMI
36	24	<b>WORLD OF WARCRAFT</b> PC	BLIZZARD/VU GAMES
37	37	<b>SHREK 2</b> PS2, XBOX, GBA, GC	AMAZE/LUXOFLEX/VICARIOUS VISIONS/ACTIVISION
38	36	<b>SPIDER-MAN 2</b> PS2, GBA, XBOX, GC	TREYARCH/ACTIVISION
39	32	<b>FULL SPECTRUM WARRIOR</b> PS2, XBOX, PC	PANDEMIC/THQ
40	RE	<b>TIMESPLITTERS: FUTURE PERFECT</b> PS2, XBOX, GC	FREE RADICAL/EA

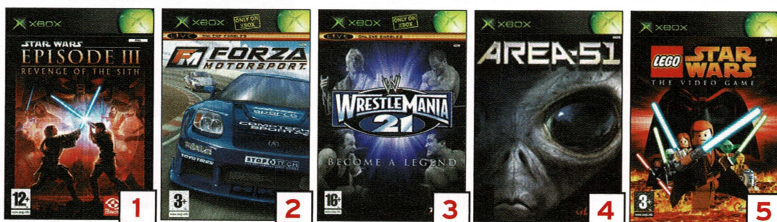
■ Highest New Entry ■ Highest Top 40 Climber





## XBOX FULL PRICE

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
<b>1</b>		<b>STAR WARS: REVENGE OF THE SITH</b> DEVELOPER: LUCASARTS PUBLISHER: LUCASARTS	
2	3	<b>FORZA MOTORSPORT</b>	MICROSOFT
3	1	<b>WRESTLEMANIA 21</b>	THQ
4	4	<b>AREA 51</b>	MIDWAY
5	7	<b>LEGO STAR WARS: THE VIDEO GAME</b>	GIANT/EIDOS
6	9	<b>JADE EMPIRE</b>	MICROSOFT
7	5	<b>MIDNIGHT CLUB 3: DUB EDITION</b>	ROCKSTAR
8	10	<b>TOM CLANCY'S SPLINTER CELL: CHAOS THEORY</b>	UBISOFT
9	6	<b>CHAMPIONSHIP MANAGER 5</b>	EIDOS
10	8	<b>DOOM 3</b>	ACTIVISION
11	13	<b>STAR WARS: KNIGHTS OF THE OLD REPUBLIC II</b>	LUCASARTS
12	14	<b>BROTHERS IN ARMS: ROAD TO HILL 30</b>	UBISOFT
13	11	<b>PARIAH</b>	HIP
14	12	<b>FIFA STREET</b>	EA
15	15	<b>ALIEN HOMINID</b>	ZOO DIGITAL
16	16	<b>HALO 2</b>	MICROSOFT
17	17	<b>STAR WARS: REPUBLIC COMMANDO</b>	LUCASARTS
18	18	<b>STAR WARS: BATTLEFRONT</b>	LUCASARTS
19	<b>NEW</b>	<b>SONIC MEGA COLLECTION PLUS</b>	SEGA
20	<b>NEW</b>	<b>TIMESPLITTERS: FUTURE PERFECT</b>	EA



## PC CD-ROM FULL PRICE

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
<b>1</b>		<b>GUILD WARS</b> DEVELOPER: ARENANET PUBLISHER: NCSoft	
2	3	<b>THE SIMS 2: UNIVERSITY</b>	EIDOS
3	3	<b>CHAMPIONSHIP MANAGER 5</b>	EIDOS
4	8	<b>THE SIMS 2</b>	EA
5	2	<b>IMPERIAL GLORY</b>	EIDOS
6	7	<b>HALF-LIFE 2</b>	VU GAMES
7	6	<b>FOOTBALL MANAGER 2005</b>	SEGA
8	5	<b>WORLD OF WARCRAFT</b>	VU GAMES
9	<b>NEW</b>	<b>EMPIRE EARTH II</b>	VU GAMES
10	9	<b>BOILING POINT: ROAD TO HELL</b>	ATARI

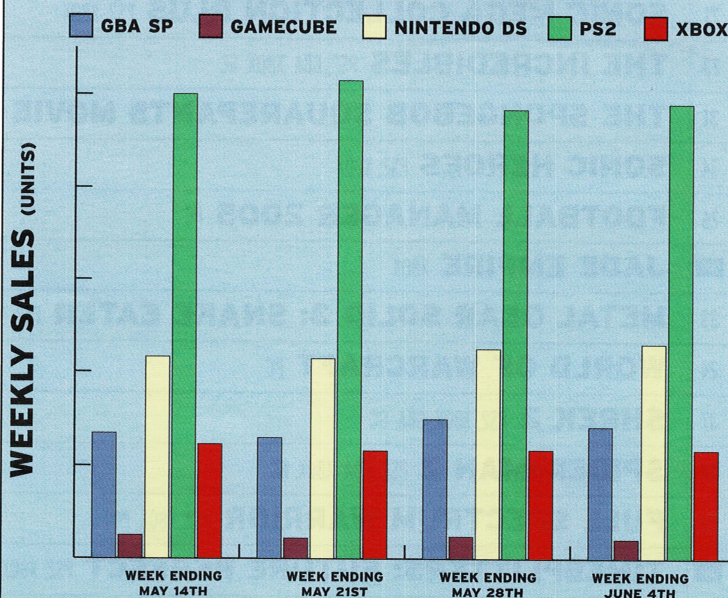
## PC CD-ROM BUDGET PRICE

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
<b>1</b>		<b>SIM CITY 3000: UK EDITION</b> DEVELOPER: MAXIS PUBLISHER: SOLD OUT	
2	2	<b>THEME HOSPITAL</b>	SOLD OUT
3	3	<b>COMMAND &amp; CONQUER: RED ALERT 2</b>	SOLD OUT
4	4	<b>COMMAND &amp; CONQUER: TIBERIAN SUN</b>	SOLD OUT
5	7	<b>CSI: CRIME SCENE INVESTIGATION</b>	FOCUS ESSENTIAL
6	5	<b>THEME PARK WORLD</b>	SOLD OUT
7	11	<b>ROLLERCOASTER TYCOON 2</b>	ATARI
8	8	<b>BLACK &amp; WHITE</b>	SOLD OUT
9	6	<b>WHO WANTS TO BE A MILLIONAIRE 2</b>	SOLD OUT
10	10	<b>PRINCESS FASHION BOUTIQUE</b>	DISNEY INTERACTIVE

## XBOX BUDGET PRICE

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
<b>1</b>		<b>PRO EVOLUTION SOCCER 4</b> DEVELOPER: KONAMI PUBLISHER: KONAMI	
2	3	<b>THE SIMPSONS: HIT &amp; RUN</b>	VU GAMES
3	2	<b>NARC</b>	MIDWAY
4	<b>NEW</b>	<b>STILL LIFE</b>	UBISOFT
5	5	<b>STAR WARS: KNIGHTS OF THE OLD REPUBLIC</b>	LUCASARTS
6	<b>NEW</b>	<b>MORTAL KOMBAT: DECEPTION</b>	MIDWAY
7	9	<b>PROJECT GOTHAM RACING 2</b>	MICROSOFT
8	<b>NEW</b>	<b>TOM CLANCY'S GHOST RECON 2</b>	REDSTORM
9	7	<b>KINGDOM UNDER FIRE: THE CRUSADERS</b>	KOCH
10	8	<b>CSI: CRIME SCENE INVESTIGATION</b>	UBISOFT

## CHARTTRACK WEEKLY HARDWARE SALES





# Big budget, big sales success?

Does the amount spent on marketing really have an effect on sales volumes? **Kerri Davies** uses EA's FIFA as a case study...

**THERE IS** a strong belief in our industry that marketing money is king. A common faith in the bigger the budget, the bigger the success. Most people seem keen to blame the lack of sales achievement as a direct result of a low promotional budget.

This study focuses on the above-the-line marketing funds and subsequent sell through of the *FIFA* series. For over a decade, Electronic Arts has been perfecting its yearly football series and today the franchise is recognised as one of the UK's leading software brands.

During the period the range has been modified to support a number of formats, different launch months have been

medium was more or less identical. The £600k rise in 2003/2004 was in fact due to a significant outdoor campaign.

This new media approach does look to have been reasonably successful, as Q1 sales units for *FIFA 2004* were up by nearly the same percentage. Yet this triumphant outdoor drive seems to have been dropped for the current campaign and the budget has reverted back to closely following *FIFA 2003*'s £1.7m launch.

For those who believe that size of budget is joined at the hip to sale volumes, *FIFA 2005* Q1 sales should have consequently dropped back to 2003 levels. But, a release date strategy was played and *FIFA 2005*

***Building any brand is an expensive process and will obviously require investment against initially lower return levels.***

targeted alongside the odd million or two being injected into promotion. In fact by the end of 2004, *FIFA 2005* held the industry's biggest above-the-line fund, although it was not the year's largest seller.

Figure one highlights the ad spend by media over the last five *FIFA* releases. Although it appears the marketing budget has increased significantly since *FIFA 2002*, closer examination reveals a possible marketing experiment.

In 2001/2002 more than one release was launched (*FIFA 2002* and *FIFA World Cup 2002*). Each received around £700k of promotional advertising and brought that year's total *FIFA* budget to approx £1.4m.

The next release realised a 20 per cent fund increase, although with only one title that year the whole £1.7m was solely injected into *FIFA 2003*. By the following year, the *FIFA* budget looked to jump by one and a half times to £2.3m.

Yet when examining the media spends by type, the budget split per advertising

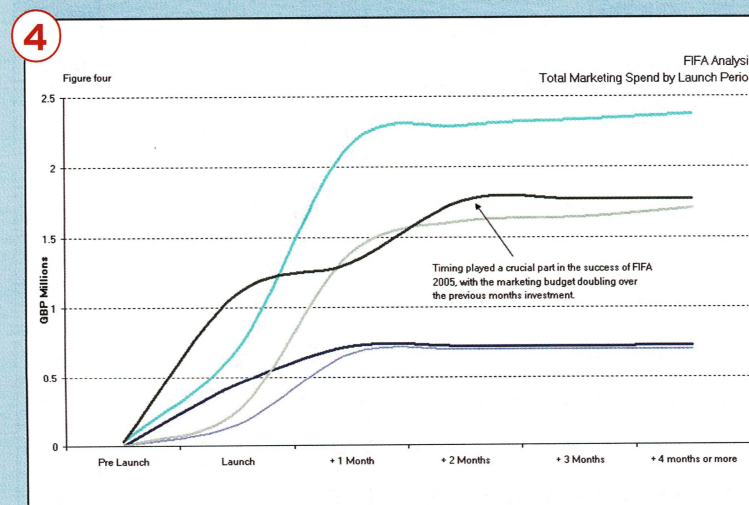
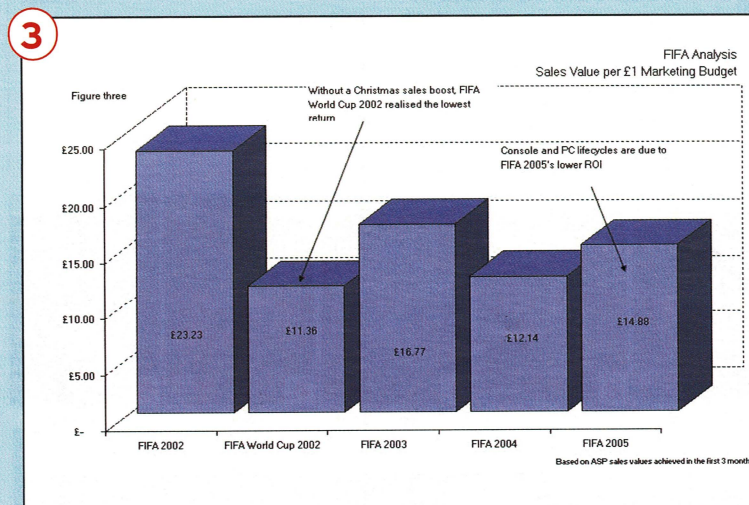
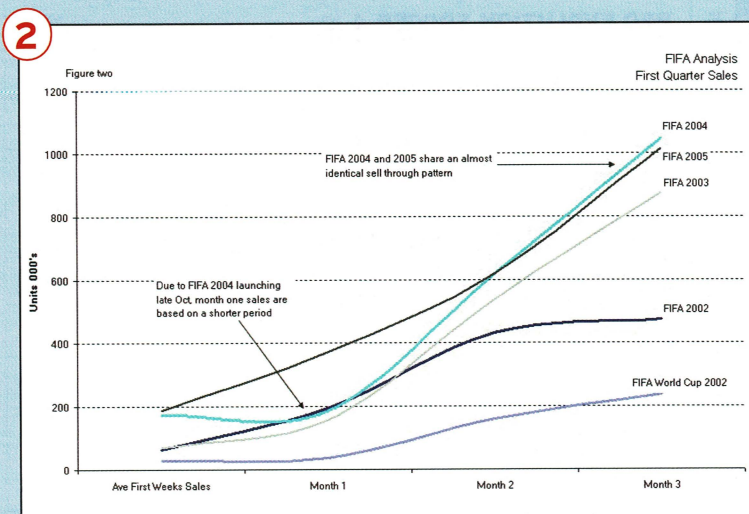
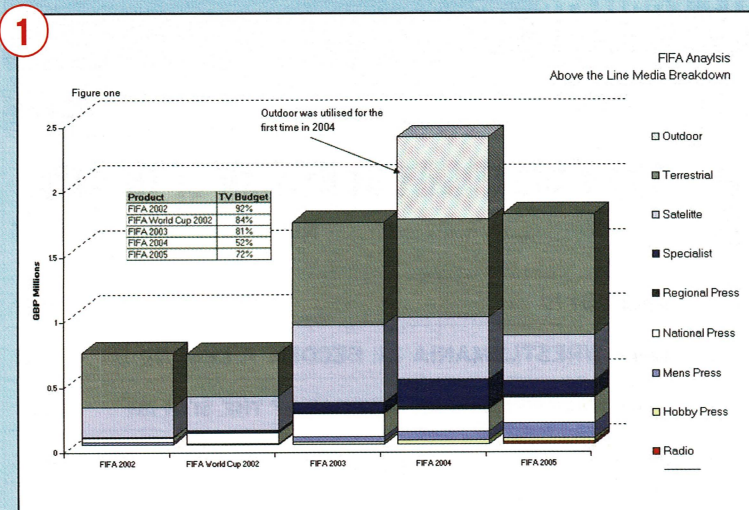
launched a whole peak month ahead of *FIFA 2003*.

It was this extra Christmas selling period that enabled *FIFA 2005* to match the sales volumes of *FIFA 2004*, without spending the same amount on promotion.

Figure three shows what each £1 of marketing spend reaps in financial return. Even though EA controlled the current *FIFA* budget, the ROI has unfortunately not met the same levels of *FIFA 2003*, due to the console and PC lifecycles.

For instance, each copy of *FIFA 2003* realised an average selling price (ASP) of £32, whereas *FIFA 2005* achieved £26.

Building any brand is an expensive process and will require investment against initially lower return levels. However, unless your strategy includes all variables such as market lifecycles and release date timing, any long-term profit might be seriously hindered. As highlighted by *FIFA 2005*'s reduced budget, less is sometimes more.



EA used the outdoor medium for the first time with *FIFA 2004*, although this was dropped for the launch of *FIFA 2005* (figure one). The *FIFA 2005* version was released a whole peak month ahead *FIFA 2004* game (figure two), enabling it to match the sales volume of the previous year's title.

**FanCensus.com**

Fancensus provides rapid answers from real gamers. Uniquely designed to give genuine opinions on individual marketing challenges to enhance long-term consumer understanding. Fancensus.com



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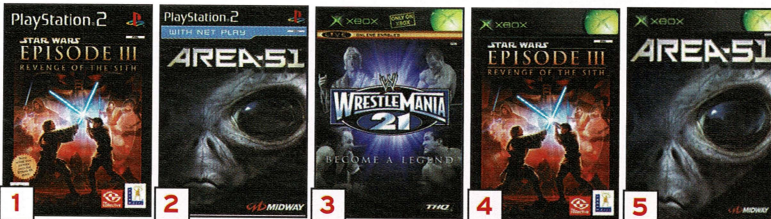
ChartTrack collects sales data from more than 6,800 UK outlets. Supporting retailers include Argos, Asda, Blockbuster, Chips, Choices Video, Comet, Currys, Dixons, Game, Gamestation, HMV, MVC, PC World, Staples, Tesco, Virgin Express, Virgin Megastore, WH Smith, Woolworths. Plus Independents Amazon.co.uk, Gameplay.com, Jungle.com.



## ALL FORMATS

Week ending Saturday June 4th

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>STAR WARS EPISODE III: REVENGE OF THE SITH</b> FORMAT: PS2 DEVELOPER: LUCASARTS PUBLISHER: LUCASARTS	
2	4	<b>AREA 51</b> PS2 MIDWAY	
3	2	<b>WWE WRESTLEMANIA 21: BECOME A LEGEND</b> XBOX THQ	
4	5	<b>STAR WARS EPISODE III: REVENGE OF THE SITH</b> XBOX LUCASARTS	
5	11	<b>AREA 51</b> XBOX MIDWAY	
6	8	<b>LEGO STAR WARS</b> PS2 GIANT/EIDOS	
7	10	<b>PRO EVOLUTION SOCCER 4</b> PS2 KONAMI	
8	17	<b>WORLD OF WARCRAFT</b> PC VU GAMES	
9	NEW	<b>COLD WINTER</b> PS2 VU GAMES	
10	14	<b>CHAMPIONSHIP MANAGER 5</b> XBOX EIDOS	
11	7	<b>FORZA MOTORSPORT</b> XBOX MICROSOFT	
12	15	<b>LEGO STAR WARS</b> XBOX GIANT/EIDOS	
13	NEW	<b>ALIEN HOMINID</b> XBOX ZOO	
14	NEW	<b>YU-GI-OH! ONLINE</b> PC KONAMI	
15	NEW	<b>ALIEN HOMINID</b> PS2 ZOO	
16	9	<b>MOTO GP 4</b> PS2 SONY	
17	NEW	<b>STAR FOX: ASSAULT</b> GC NINTENDO	
18	18	<b>RESIDENT EVIL 4</b> GC CAPCOM	
19	6	<b>MONSTER HUNTER</b> PS2 CAPCOM	
20	NEW	<b>TIMESPLITTERS: FUTURE PERFECT</b> XBOX EA	



## PLAYSTATION 2

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>STAR WARS EPISODE III: REVENGE OF THE SITH</b> FORMAT: PS2 DEVELOPER: LUCASARTS PUBLISHER: LUCASARTS	
2	3	<b>AREA 51</b> PS2 MIDWAY	
3	5	<b>LEGO STAR WARS</b> PS2 GIANT/EIDOS	
4	7	<b>PRO EVOLUTION SOCCER 4</b> PS2 KONAMI	
5	NEW	<b>COLD WINTER</b> PS2 VU GAMES	
6	2	<b>CHAMPIONSHIP MANAGER 5</b> PS2 EIDOS	
7	NEW	<b>ALIEN HOMINID</b> PS2 ZOO	
8	6	<b>MOTO GP 4</b> PS2 SONY	
9	4	<b>MONSTER HUNTER</b> XBOX CAPCOM	
10	8	<b>TT SUPERBIKES</b> PS2 JESTER INTERACTIVE	

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THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>STAR FOX: ASSAULT</b> FORMAT: GC DEVELOPER: NAMCO PUBLISHER: NINTENDO	
2	2	<b>RESIDENT EVIL 4</b> GC CAPCOM	
3	4	<b>NEED FOR SPEED UNDERGROUND 2</b> GC EA	
4	NEW	<b>MARIO PARTY 6 + MICROPHONE</b> GC NINTENDO	
5	NEW	<b>HARVEST MOON 2: IT'S A WONDERFUL LIFE</b> UBISOFT	

## NINTENDO DS

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>YOSHI TOUCH &amp; GO</b> FORMAT: DS DEVELOPER: NINTENDO PUBLISHER: NINTENDO	
2	3	<b>NEED FOR SPEED UNDERGROUND 2</b> DS EA	
3	NEW	<b>RIDGE RACER</b> DS NAMCO	
4	4	<b>STAR WARS EPISODE III: REVENGE OF THE SITH</b> DS UBISOFT	
5	5	<b>PAC-PIX</b> DS NINTENDO	

## PC

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>WORLD OF WARCRAFT</b> FORMAT: PC DEVELOPER: BLIZZARD PUBLISHER: VU GAMES	
2	4	<b>YU-GI-OH! ONLINE</b> PC KONAMI	
3	3	<b>CHAMPIONSHIP MANAGER 5</b> PC EIDOS	
4	2	<b>GUILD WARS</b> PC NCSoft	
5	NEW	<b>SIMS 2: UNIVERSITY</b> EA	
6	NEW	<b>SIM CITY 3000 - UK EDITION</b> PC EA	
7	NEW	<b>HALF-LIFE 2</b> PC VU GAMES	
8	6	<b>BOILING POINT: ROAD TO HELL</b> PC ATARI	
9	7	<b>EMPIRE EARTH II</b> PC VU GAMES	
10	10	<b>UNREAL TOURNAMENT 2004</b> PC ATARI	


## XBOX

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>WWE WRESTLEMANIA 21: BECOME A LEGEND</b> FORMAT: XBOX DEVELOPER: STUDIO GIGANTE PUBLISHER: THQ	
2	2	<b>STAR WARS EPISODE III: REVENGE OF THE SITH</b> XBOX LUCASARTS	
3	4	<b>AREA 51</b> XBOX MIDWAY	
4	3	<b>FORZA MOTORSPORT</b> XBOX MICROSOFT	
5	6	<b>LEGO STAR WARS</b> XBOX GIANT/EIDOS	
6	NEW	<b>ALIEN HOMINID</b> XBOX ZOO	
7	NEW	<b>TIMESPLITTERS: FUTURE PERFECT</b> XBOX EA	
8	8	<b>STAR WARS: KNIGHTS OF THE OLD REPUBLIC</b> XBOX LUCASARTS	
9	5	<b>CHAMPIONSHIP MANAGER 5</b> XBOX EIDOS	
10	10	<b>PRO EVOLUTION SOCCER 4</b> XBOX KONAMI	



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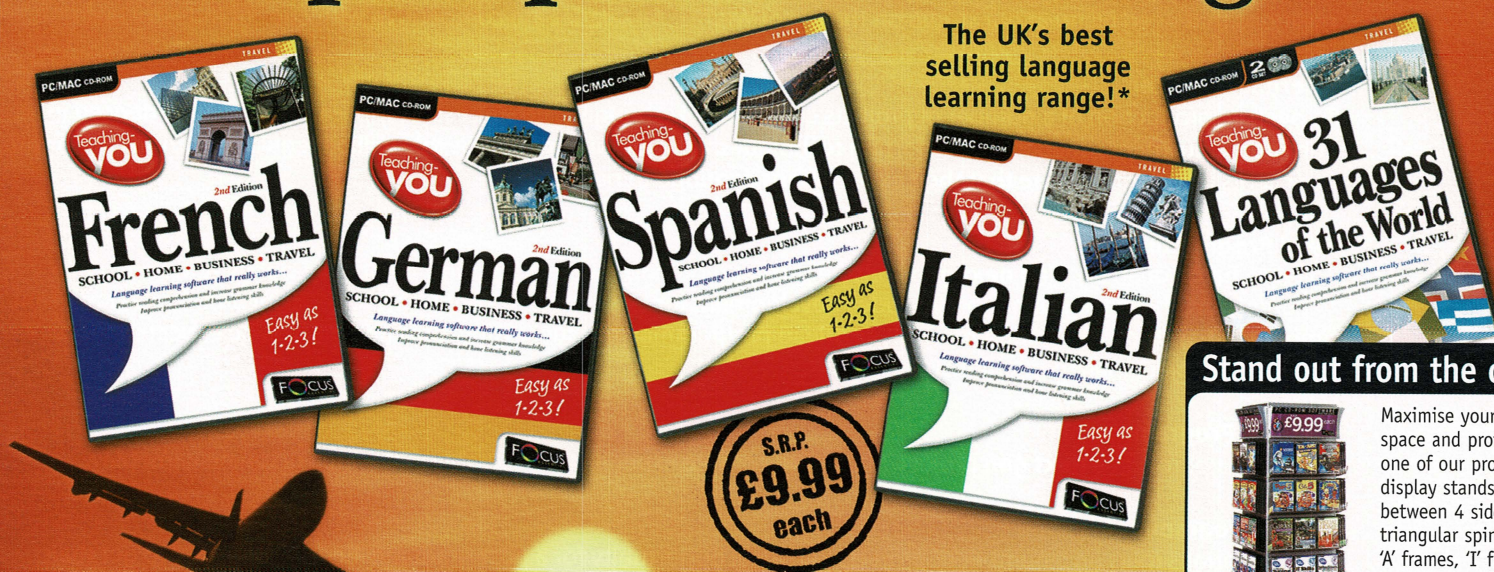
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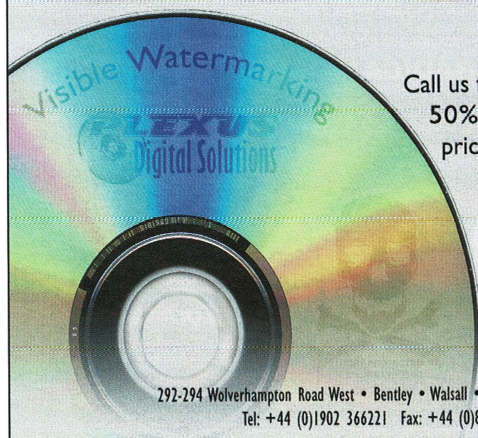
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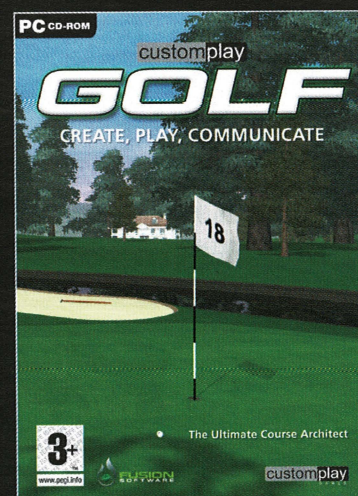
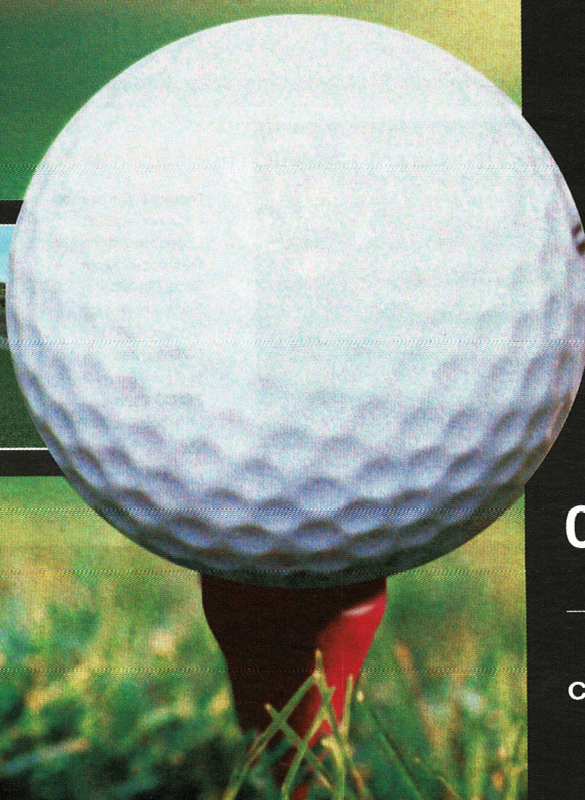
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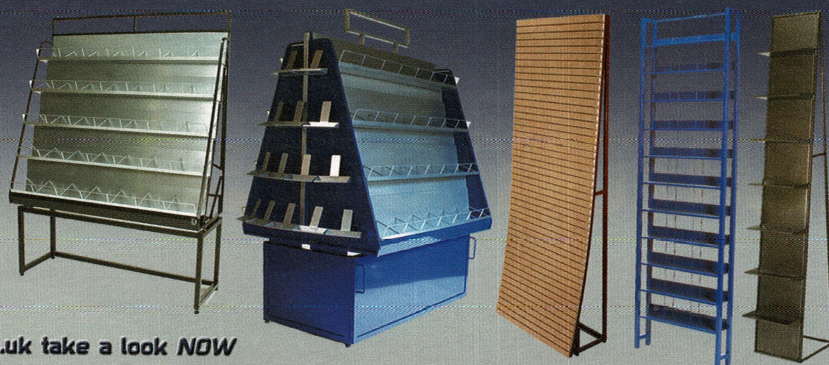
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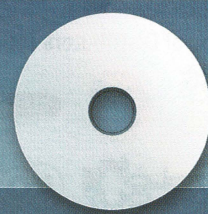
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Sonopress	.0121 502 7825
Technicolor	+352 55 76 11 314
The Producers	.01480 496 446

## RECRUITMENT

Aardvark	.01709 876877
Datascope	.020 7580 6018
Game Options	.01382 731 909
OPM	.01206 544044

## SOFTWARE DEVELOPMENT

Blitz Games	.01926 311284
Candella Software Ltd	.020 8445 4197
Distinctive Developments Ltd	.0114 281 2208
Game Republic	.0113 294 4410
IDIGICON	.01302 31 0800
Macrovision	.01628 786116
Media Mill	.01904 613979
Nikitova	+1 (773) 913-8015
Sumo Digital	.0114 275 6760
ZOO Digital Publishing plc	.0114 241 3700
ZOOtech Ltd	.0114 241 3700

Over 20,000 copies of Sourcebook 2004 are being distributed through the Intent Media magazine portfolio and at shows such as EGN, ECTS and Brand Licensing. All-year branding will also appear in the MCV Directory, plus there is more company information online.

[www.mcvuk.com/Sourcebook](http://www.mcvuk.com/Sourcebook)

# MCV EDITORIAL PLANNER

As the summer emerges, MCV offers a guide to its special event and sector features over the next three months, plus new content such as the introduction of an exclusive UK Games Chart poster for retail and the return of the essential Sourcebook directory...

### July 17th

#### ● XBOX '05 OFFICIAL RETAIL GUIDE

Officially endorsed trade guide for retailers - covering Microsoft's second half software line-up, plus exclusive interviews and Xbox 360 trade strategy.

### June 24th

#### ● RETAIL PROFIT MAKER: PC PERIPHERALS

How retail can upsell products to the hardcore PC gamer, from joysticks to soundcards. Make the most of those big spending enthusiast consumers.

### July 8th

#### ● OFFICIAL UK GAMES CHART IN-STORE POSTER

#### ● SERVICE SECTOR FOCUS: QA & TESTING

As part of its exclusive deal with ELSPA/ChartTrack, MCV will launch a weekly pull-out All Formats chart for display in-store. Also, a focus on the increasingly competitive and important area of QA control in an ever more multi-format environment.

### July 15th

#### ● SERVICE SECTOR FOCUS: IN-STORE MARKETING AND SHOPFITTING

A good looking, well fitted and properly merchandised store attracts more traffic and generates more revenue. Experts offer tips for retailers.

### July 22nd

#### ● INTERNATIONAL DISTRIBUTION GUIDE

#### ● SOURCEBOOK 2005

MCV launches a new dedicated weekly guide to distribution companies offering services outside of the UK market. Plus the return of the essential Sourcebook directory featuring service companies and outsource solutions.

### July 29th

#### ● ACTIVATE SPECIAL

As the market enters conference season, MCV puts the focus firmly on Activision's international Activate conference.

### August 5th

#### ● EIEF SHOW ISSUE

Directly inserted into every single delegate bag, MCV celebrates the the big games event in Edinburgh.

Extra circulation to all Edinburgh delegates

### August 12th

#### ● RETAIL PROFIT MAKER: BACK TO SCHOOL & ADULT LEARNING

Focus on how retail can increase sales with some timely promotion of children's software, plus an update on the all-year opportunities from adult learning titles.

### August 19th

#### ● SONY PSP LAUNCH FOCUS

As the weeks count down to launch, MCV puts the spotlight on the new PSP and how it will fit into the Q4 pans of retailers and publishers.

### August 26th

#### ● GAMES MARKET EUROPE PREVIEW

#### ● GAMES PRESS GUIDE: ABC UPDATE

Countdown to the big new London trade show at Islington's Business Design Centre, plus new ABCs from the specialist press.

Extra showfloor circulation at Business Design Centre, Islington

### Wednesday August 31st

#### ● GAMES MARKET EUROPE SHOW ISSUE

#### ● NINTENDO DS & GAME BOY SPECIAL

This special show issue of MCV will actually be published on Wednesday August 31st, the first day of Games Market Europe in London. It will also boast increased, exclusive circulation all around the trade show and come with an official guide to Nintendo's trade plans for the high-flying Nintendo DS and evergreen Game Boy.

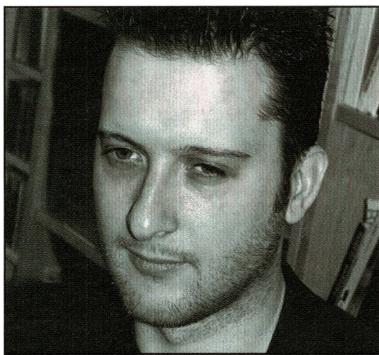
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## DIRECTOR'S CUT

**Name:** Andy Ewington  
**Company:** A Creative Experience  
**Job Title:** Creative Director

**What's the best advice you've ever been given?**  
 Always make a backup of your work.

**Who do you admire most in the games industry?**  
 Anyone that looks at a rough design sketch and says: "I'm sold - let's run with it!"

**What has been the highlight of your career so far?**  
 Walking into a GAME store and seeing my first packaging design on the shelf.

**What's been your most embarrassing moment?**  
 The incoherent phone calls I made to my clients five minutes after waking up from an operation. I'm so sorry...

**If you had to do it all again, what would you do differently?**  
 Disconnect the phone line in my room before the anaesthetic.

**Tell us a secret about yourself.**  
 I hate flying - it usually takes drugged milk to get me on.

**Where would you like to be in ten years' time?**  
 Designing from a beach hut situated on Paradise Island.

**What is your current favourite book, DVD and CD?**  
*Calvin & Hobbes*, *The Goonies*, *Razorlight*.

# Off The Record

Public and pubic unite with predictably horrific results. Just don't tell the gaming grannies...

## IT'S NOT JUST EXPENSES GETTING FIDDLER AT E3



E3 can be a very trying experience. You spend most of your time alone in front of your PC working on your *Half-Life* weblog, and when you do go outdoors it's to meet other young men to talk about their *Half-Life* weblogs. And then there you are in LA at the Jo Wood/Deep Silver booth and there are these J-Lo lookalikes with plunging necklines and endless legs. And, oh God, what's the use? The hand just reaches down the pants before you've time to think. Thank God no one was looking - except for 11,200 MCV readers.

## HEW COULD IT BE?



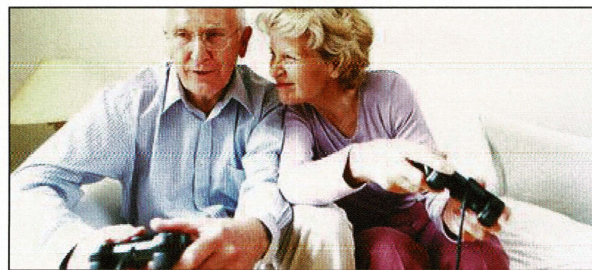
Those wide, innocent eyes; that fresh face, full of hope for a bright, prosperous future. Little did this young girl realise that, as this photo was taken, the cruel hand of fate had already sentenced her to a career in the video games industry. For the head-scratchers, this is picture of a young Kirsty Hewitt of Andromeda, used on badges handed out at her recent hen night bash. One of which curiously found its way into the sweaty hands of the dirty old man who submitted it. Kirsty tied the knot with Mastertronic chief Andy Payne on Tuesday (June 7th). Maybe the games industry is good for you after all. At least we, er, hope so, since this is being written in advance of the big day. Gulp.

## OLD PEOPLE, EH? BLESS EM



If you thought Liverpool's comeback was something special you wait till the results come in from this week's gathering of classic gamers at Funspot in Weirs Beach, New Hampshire. Yes, readers, it's here that 79 year-old Doris Self (it could only be Doris) will attempt to regain her world's oldest Q\*bert champion title. She lost it in 2003 to John 'Kid' Lawton, 72, (he's not really called Kid) and has been in training ever since to get it back. And if you're tempted to feel patronising about all this, bear in mind that Doris posted a score of 1,112,300 points. Bet she had a nice cup of tea after that.

## GREY IMPORT



...on a similar theme, a new report on 'Silver Surfers' claims 22 per cent of UK over-55s play computer games. Unfortunately this exciting news is rather ruined by the news that they're mostly playing puzzle games and bingo. The idea of pensioners wasting each other in a 36-hour *Quake* fragfest was so appealing.

## CONTRIBUTIONS WELCOME...

If you have a funny story, embarrassing picture or details of an event that you would like featured, we want to hear from you. Email [OffTheRecord@intentmedia.co.uk](mailto:OffTheRecord@intentmedia.co.uk)

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## CIRCULATION STRATEGY

MCV is a weekly trade publication for the interactive entertainment industry. It has an audited average circulation in excess of 11,000. Our unique circulation strategy has always covered all branch managers of chains such as GAME, Gamestation, Virgin Megastore, HMV and more, whilst also reaching every single central buying department from Amazon to WH Smith. MCV is also the only trade publication serving the entire independent retail community and a member of retail trade body NASCR.

## CIRCULATION GUARANTEE



MCV is a member of the Audit Bureau of Circulation and the Periodical Publishers Association.

Membership of the ABC and PPA provides our advertising partners with confidence in our circulation statements. For the 12 months ending December 31st 2004, MCV had an average weekly net circulation of 11,209. MCV's circulation is 100 per cent named and zero per cent duplicated.

## ANNUAL SUBSCRIPTIONS

To order your subscription via Visa, Mastercard, Switch or AMEX or to make changes to your subscription details, contact [mcv.subscriptions@c-cms.com](mailto:mcv.subscriptions@c-cms.com) or call 01424 797797.

UK £150 • Europe £175 • Rest of the World £250

"MCV directly effects our customers' stocking decisions. It is read by everyone at retail."

Paul Donnelly, Gem

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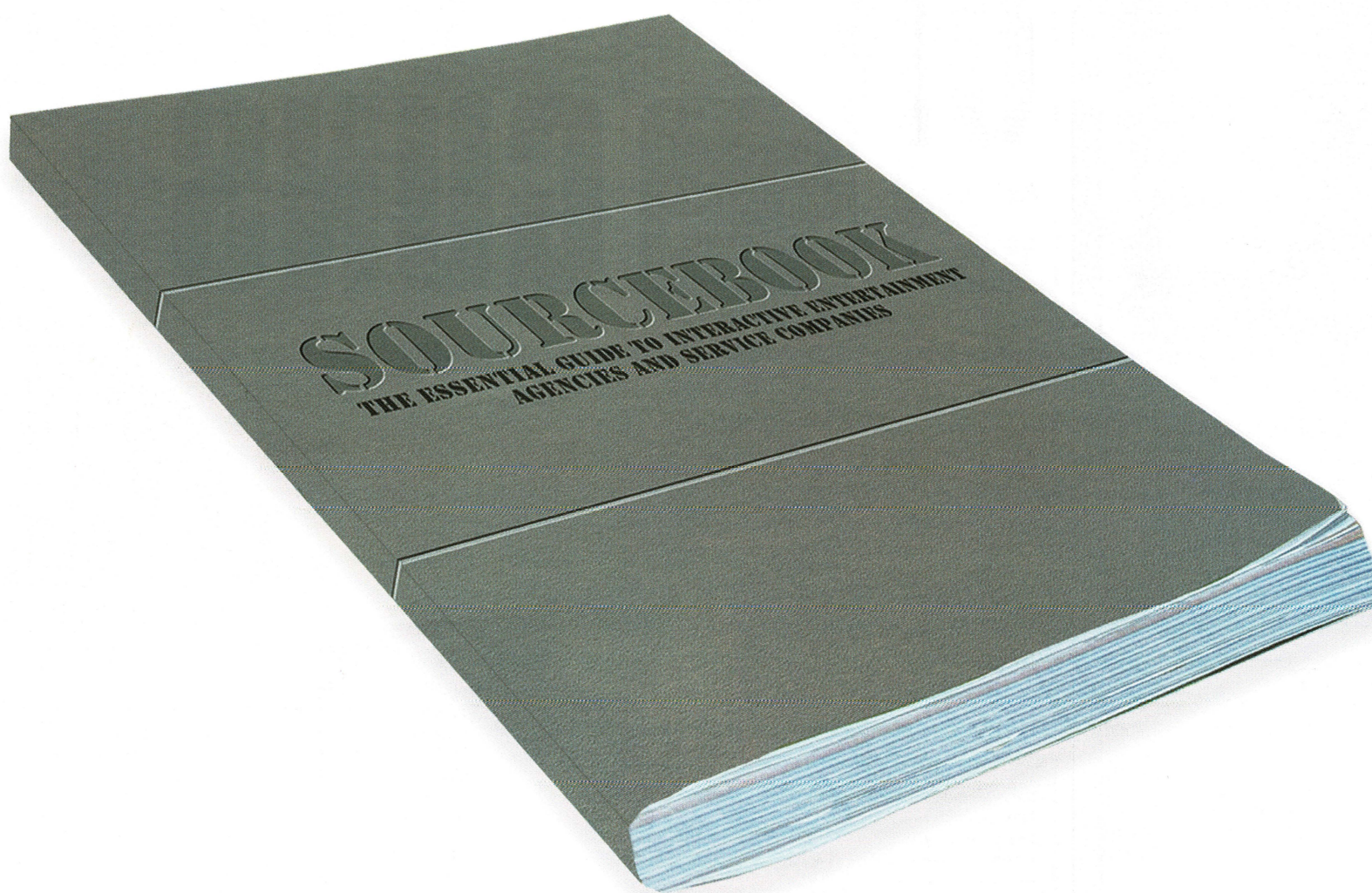
Intent Media specialises in trade titles for entertainment and leisure markets. As well as MCV, Intent publishes PC Retail for retailers and suppliers to the computer trade, Develop Magazine for games programmers, producers and artists and ToyNews for all sectors of the toy industry.

Intent launched its fifth trade magazine, Mobile Entertainment, on Wednesday March 2nd. For more information go to [www.mobile-ent.biz](http://www.mobile-ent.biz)

**MCV**

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# The Essential Connection

Sourcebook 2005 is the annual directory of leading service companies operating within the European interactive entertainment market.

It boasts a 20,000 circulation, with distribution to the relevant readers of **MCV**, **Develop**, **ToyNews**, **PC Retail** and **Mobile Entertainment**, plus major trade shows, conferences and exhibitions between now and Brand Licensing in October.

**SECTORS COVERED BY SOURCEBOOK 2005 INCLUDE:** CREATIVE & PROMOTIONAL SERVICES, DISTRIBUTION & LOGISTICS, LEGAL SERVICES, LOCALISATION, MANUFACTURING SERVICES, RECRUITMENT, SOFTWARE DEVELOPMENT AND INTERNATIONAL DISTRIBUTION SERVICES

This book is published with MCV on Friday July 22nd and the August editions of other Intent Media titles. To ensure inclusion contact [Lesley.blumson@intentmedia.co.uk](mailto:Lesley.blumson@intentmedia.co.uk)

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# TOP GUNS

Wednesday August 31st 2005 London, Royal Garden Hotel, Kensington

## STUDIOS

New UK Studio  
New European Studio  
Most Improved Studio  
Mobile Games Studio

## INDUSTRY LEADERS

Publishing Hero  
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Development Legend  
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